

Gorton
Blues
Gray
Ellinger
James
Lawless
Beard
Feigel
Stinnett
McChord

A G E N D A

PLANNING COMMITTEE

April 21, 2009
1:00 P.M.

1. **Inspector's Fee – McChord** (1-13)
2. **Destination 2040 – Ellinger** (14-27)
3. **Blue Horse Branding – Lawless** (28-99)
4. **Items Referred to Committee** (100-101)

"Planning Committee, to which should be referred matters relating to parks, planning and zoning, housing, transportation, grants, legislation and social services."

Council Rules & Procedures, Section 2.102(1)

ELECTRICAL INSPECTION FEE REQUEST

- Commonwealth Inspection Bureau currently holds inspection contract
- Contract renewed in 2006, expires 2012
- Commonwealth has requested an adjustment to the current fee schedule
- Last fee adjustment was in 2002

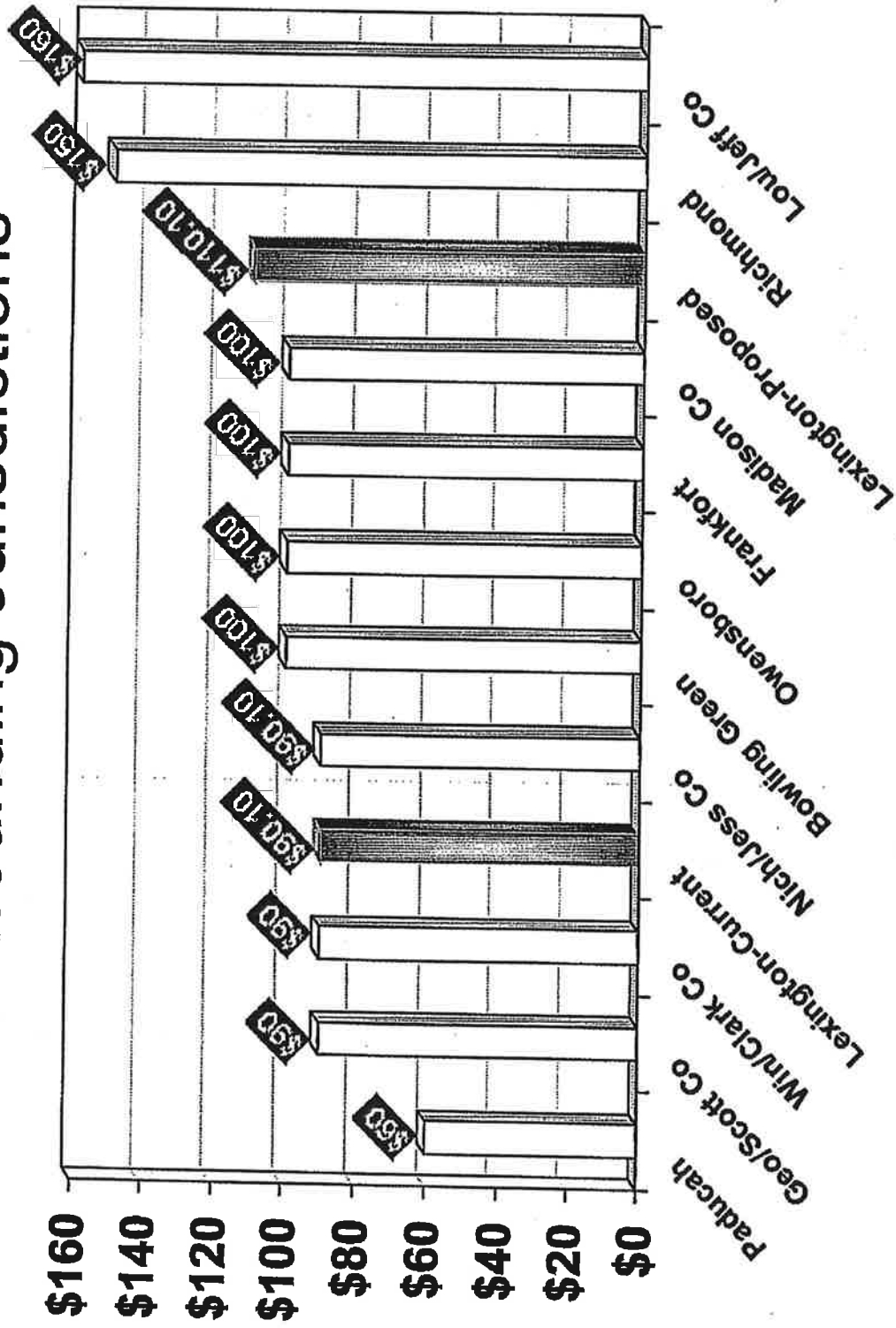
Inspection Fee Proposal

Rough Wire Inspection	\$35 for first 10 circuits	\$45
	\$0.65 ea circuit over 10 up to 20	No Change
	\$0.40 ea for all over 20	No Change
Rewire Inspection	\$35 for service change inspection	\$45
Reinspection because of turnaround	\$35 per inspection	No Change
Final Inspection	\$35 for service and fixtures up to 10	\$45
	\$0.40 for each fixture over 10	No Change
	\$1.10 ea 240-volt circuit	No Change
Temporary Inspection	\$35.00	\$45
Trailer Service	\$35	\$45
Apartments-Rough Wire	\$35 for first unit — 1 building	\$45
	\$9 for each additional unit	\$12
Apartments-Final Inspection	\$35 for first unit	\$45
	\$9 for each additional unit	\$12
	\$1.10 for ea 240-volt appliance circuit	No Change
Electrical wiring work costing more than \$50,000	1% of the total cost for the first \$300,000	No Change
	.75% for \$300,001-\$600,000	
	.50% for const cost in excess of \$600,000	

JUSTIFICATION FOR FEE ADJUSTMENT

- 2005 code changes have increased inspection time
- When adopted, 2008 code changes will further increase inspection time by up to 30 minutes
- Increased operational and personnel expenses

Single Family Residential Fee Examples Surrounding Jurisdictions



Example based on 2000 sq. ft. 3 bedroom/2 bath house with garage, 200 amp service, 20 circuits, 22 fixtures, 3 appliance circuits, 5 240-volt circuits

RECOMMENDATION

- Amend contract to allow the number of inspectors to be adjusted to reflect work load
- Increase base fee for inspections as proposed, to be implemented after adoption of the 2008 code

DRAFT 01-15-09

AMENDMENT TO AGREEMENT

THIS **AMENDMENT TO AGREEMENT**, effective the ____ day of February, 2009, is made and entered into by and between the **LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT**, an urban county government of the Commonwealth of Kentucky pursuant to Chapter 67A of the Kentucky Revised Statutes, 200 East Main Street, Lexington, Kentucky 40507, (hereinafter the "Government"), and **COMMONWEALTH INSPECTION BUREAU, INC.**, a Kentucky corporation with office located at 501 Darby Creek Road, Suite 63, Lexington, Kentucky 40509 (hereinafter the "Organization").

WITNESSETH:

WHEREAS, the Government and the Organization entered into an Agreement dated December 1, 2006 (the "Agreement") whereby the Organization agreed to perform certain electrical inspection services for the Government; and

WHEREAS, the number of inspections that are required has significantly diminished since the Agreement was executed; and

WHEREAS, the Government and Organization agree that the performance of the electrical inspection services under the Agreement by the Organization may not necessarily require the Organization to employ five (5) full time electrical inspectors at all times; and

WHEREAS, the Agreement can be amended by mutual agreement of the parties in writing pursuant to paragraph 9.2 of the Agreement; and

DRAFT 01-15-09

WHEREAS, the Government and the Organization agree that this Amendment to the Agreement is mutually beneficial to both parties and to the citizens of Fayette County.

NOW, THEREFORE, in consideration of the foregoing and mutually agreed upon promises, conditions and covenants hereinafter set forth, the Government and the Organization agree as follows:

1. That the foregoing "Preamble" is incorporated herein by reference as if fully stated herein.

2. That pursuant to paragraph 9.2 of the Agreement, the parties amend paragraph 4(B) of the Agreement to state the following:

4. B. Organization shall employ five (5) full-time electrical inspectors unless prior written approval is obtained from the Government's Director of the Division of Building Inspection. Organization may request such a reduction in writing in the event that electrical permit issuance and/or building permit issuance decreases by twenty percent (20%) or more for a period of six (6) months or more. However, the Organization shall employ at least three (3) full-time electrical inspectors at all times, and the Organization shall add additional electrical inspectors as needed to perform the services. The Division of Building Inspection shall review the number of above permits issued on a quarterly basis, and upon written request by the Director of the Division of Building Inspection, Organization shall increase the number of electrical inspectors needed to perform the services. Upon an approved reduction in the required minimum number of full-time

DRAFT 01-15-09

electrical inspectors, the Organization may also correspondingly reduce the number of motor vehicles required in section 3.6.3 of the RFP to be commensurate with the reduction.

3. In all other respects, except as specifically modified herein, the terms of the Agreement dated December 1, 2006, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment to Agreement at Lexington, Kentucky the date and year first written above.

**LEXINGTON-FAYETTE URBAN COUNTY
GOVERNMENT**

BY: _____

JIM NEWBERRY, MAYOR

ATTEST:

Susan Lamb

Clerk of the Urban County Council

COMMONWEALTH INSPECTION
BUREAU, INC.

BY: _____

MARSHALL W. JONES, PRESIDENT

STATE OF KENTUCKY)

COUNTY OF FAYETTE)

The foregoing Amendment to Agreement was subscribed, sworn to and acknowledged before me by Marshall W. Jones, as President of Commonwealth Inspection Bureau, on this the ____ day of February, 2009.

My commission expires: _____

NOTARY PUBLIC
KENTUCKY, STATE-AT-LARGE

00195327

ELECTRICAL INSPECTION FEE REQUEST

- ◆ Commonwealth Inspection Bureau currently holds inspection contract
- ◆ Contract renewed in 2006, expires 2012
- ◆ Commonwealth has requested an adjustment to the current fee schedule
- ◆ Last fee adjustment was in 2002

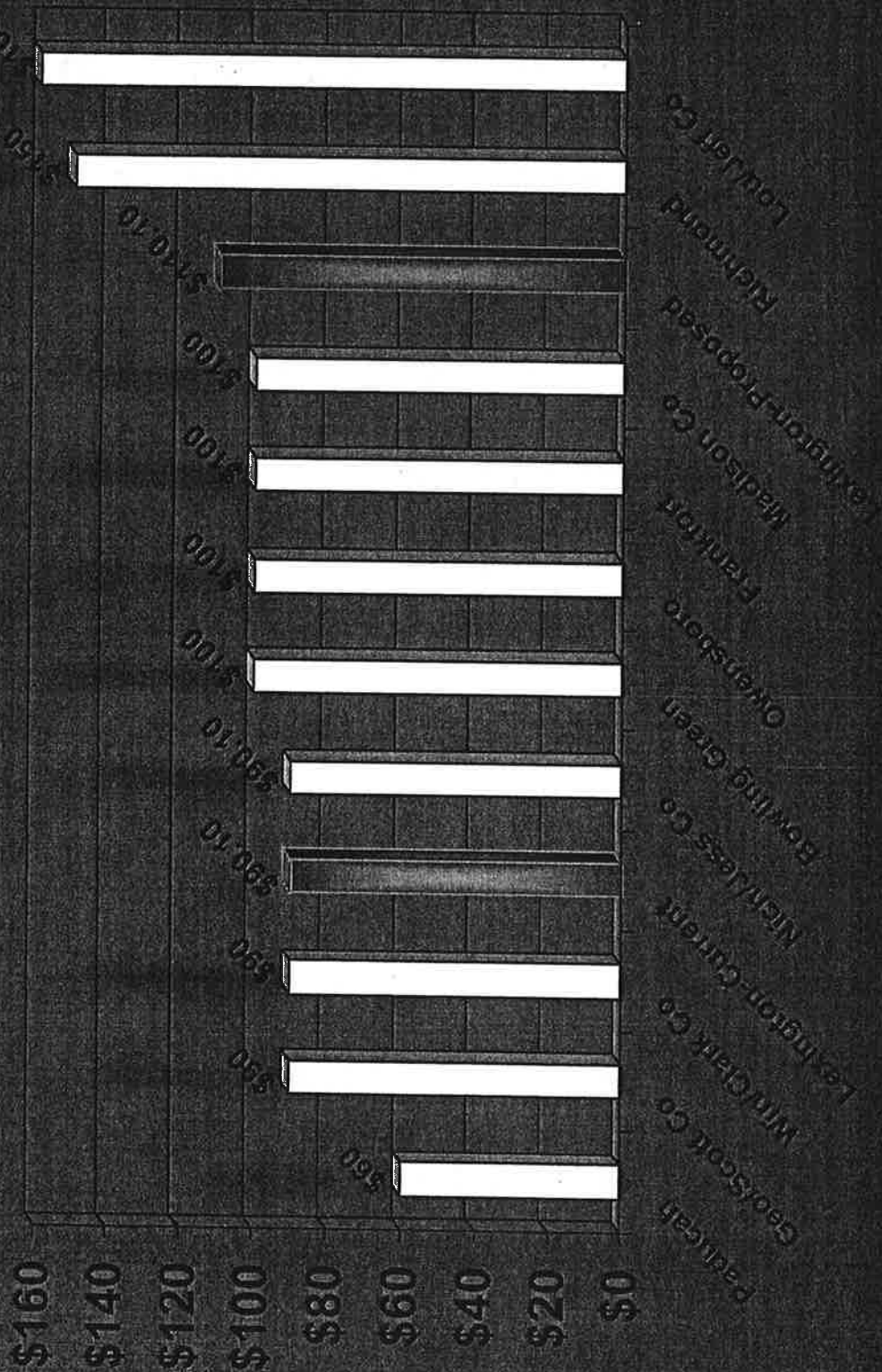
Inspection Fee Proposal

Rough Wire Inspection	\$35 for first 10 circuits	\$45
	\$0.65 ea circuit over 10 up to 20	No Change
	\$0.40 ea for all over 20	No Change
Rewire Inspection	\$35 for service change inspection	\$45
Reinspection because of turnaround	\$35 per inspection	No Change
	\$35 for service and fixtures up to 10	\$45
	\$0.40 for each fixture over 10	No Change
Final Inspection	\$1.10 ea 240-volt circuit	No Change
Temporary Inspection	\$35.00	\$45
Trailer Service	\$35	\$45
Apartments-Rough Wire	\$35 for first unit - 1 building	\$45
	\$9 for each additional unit	\$12
Apartments-Final Inspection	\$35 for first unit	\$45
	\$9 for each additional unit	\$12
	\$1.10 for ea 240-volt appliance circuit	No Change
Electrical wiring work costing more than \$50,000	1% of the total cost for the first \$300,000	No Change
	.75% for \$300,001-\$600,000	
	.50% for cost cost in excess of \$600,000	

JUSTIFICATION FOR FEE ADJUSTMENT

- ◆ 2005 code changes have increased inspection time
- ◆ When adopted, 2008 code changes will further increase inspection time by up to 30 minutes
- ◆ Increased operational and personnel expenses

Single Family Residential Fee Examples Surrounding Jurisdictions



Example based on 2000 data for a bedroom/2 bath house with average 2000 appraised value. Includes standard office & 24-hour service.

RECOMMENDATION

- ◆ Amend contract to allow the number of inspectors to be adjusted to reflect work load
- ◆ Increase base fee for inspections as proposed, to be implemented after adoption of the 2008 code

DESTINATION 2040: CHOOSING LEXINGTON'S FUTURE

FINAL REPORT

Presented January 13, 2009

to

Mayor Jim Newberry
Urban County Councilmembers

Destination 2040 Project Team

Charlie Boland
Steve Kay
Rona Roberts
Lisa Higgins-Hord
Marianne Blodgett

Destination 2040 Executive Summary

The importance of having an authentic community vision for Lexington-Fayette County is difficult to overstate. A well-conceived vision has the power to unify, to energize, to amplify, to serve as a collective compass that purposefully guides a community toward consciously chosen ambitions and dreams. Perhaps this significance is best illustrated by observing the difference in the spirit of cooperation and progressive strides achieved by communities that have taken the initiative to develop, implement, and ingrain a shared vision, and those that have not. The contrast can be stark. After a decade of bruising civic battles, many in Lexington-Fayette County came to one key agreement: In order for Lexington to fully realize its great potential, reaching an authentic community vision – perhaps for the first time in a long time – is an imperative.

The steps to this important conclusion began in 2007, when Lexington's newly elected Mayor and Council agreed to focus their leadership on six major strategies to strengthen the community. One of these "six pillars" called for developing a community vision that possesses a broad base of ownership and commitment, and provides a visual roadmap to address change and progress. Our community undertook "Destination 2040: Choosing Lexington's Future" to meet that charge. This report details the process, communicates the future vision chosen by the community, and conveys specific strategies to implement and ingrain the vision into community life.

From the beginning, Destination 2040 relied on the premise of using grass-roots citizen involvement to develop and grow the vision "from the inside out". While the project team studied other communities' visioning processes and creativity and drew from them where applicable, Destination 2040 took the approach that Lexington's vision should be creatively designed and developed by those with the greatest knowledge of the community and the highest stake in achieving a truly meaningful result – the good people who live here.

As a result, Destination 2040 issued an open invitation and directly engaged 3,000 citizens representing every station of community life to capture their input about Lexington's future direction. Each participant had the opportunity to state what they value and want to see protected, what areas they see as needing attention for growth and improvement, and specific ideas that will lead Lexington to realize its full potential and result in a bright future.

The Destination 2040 Steering Committee and Work Team then took the leadership in shaping the community's contributions into a broad community vision. These representative groups of individuals provided subject matter expertise, community experience, and a diverse set of backgrounds and viewpoints to strengthen the process. The Steering Committee and Work Team members assisted the project team in shaping the vision from its broadest, most basic expression down to specific detailed strategies and tactics for moving the vision forward.

Destination 2040 applied a root question – **"How will we protect all that we value while continuing to grow as a community?"** – to four broad aspects designed to cover the entire spectrum of community life: **Human Needs, Physical Growth, Economic Expansion, and Cultural Creativity**. Using the root question to examine each of these aspects in turn effectively focused participants on the future and successfully drew out their collective values, hopes, and dreams of Lexington's potential.

The crucial Destination 2040 discovery is that this community desires action toward many beneficial changes and improvements to help achieve that potential, but that *all actions undertaken should be pursued in a way that consistently honors and maintains the unique balance of urban and rural life that differentiates Lexington from other mid-sized cities*. Keeping this balance between an increasingly dynamic urban area and a beautiful, productive rural landscape is the key ingredient in Lexington's community vision.

Destination 2040 described the community vision through a series of statements of varying length, with these expressing the vision in the broadest, most succinct language:

"Great City Life in a Productive Rural Paradise"

"Lexington will be one of the world's great mid-sized cities by striking and sustaining a brilliant balance of dynamic urban living and a matchless rural setting."

Additional broad statements contained in this report relate specifically to the four aspects of community life outlined above, and “informing statements” capture major themes or points of emphasis that have emerged. The informing statements speak to the **Rural / Urban Mix, Regional Cooperation; Sustainability; and Community Appeal.**

The main body of this report is devoted to specific areas of emphasis and desired change, and specifies how to address those changes in ways that support the vision. These include 75 Action Approaches for the four Aspects of Community Life, and a series of 15 Momentum Builders: large, cross-cutting ideas that support the essential rural/urban balance and can be undertaken immediately to help generate forward motion for vision implementation.

Finally, the report presents a structure for implementing and ingraining the vision over time. Destination 2040 recommends that these efforts be continued under the auspices of the Blue Grass Community Foundation, with a number of community partners coming together to contribute financial support and other resources, to ensure that the vision will endure and the many ideas that have been developed are consistently pursued. These ongoing efforts will include convening groups of pertinent individuals and agencies around specific targeted initiatives, growing and expanding new community partnerships as appropriate, periodic reporting back to the community regarding vision progress, and rewarding the performance efforts of vision supporters and advocates.

The power of “Destination 2040: Choosing Lexington’s Future” is contained in the strong level of participation, support, and advocacy already generated within the community by the visioning process itself. It truly is an authentic vision “built from the inside out” by the same people who will work to achieve the vision. Its value and authority is derived from the thousands of hours of thoughtful consideration provided by Lexingtonians who are passionate about our community. The enduring vision it communicates is worthy of implementation and support over the years. The year 2040 is closer than we think, and the time to begin is now.

Chapter 1 – Vision Project Development

When Mayor Jim Newberry and the members of the Urban County Council took office in January, 2007 they committed to a mutually agreed upon set of major initiatives known as the “Six Pillars Agreement” (see appendix). One of these initiatives was to pursue the development of a broadly shared community vision. Destination 2040 was initiated as the primary means of honoring their joint commitment to work with the people of Lexington-Fayette County to develop a common sense of direction for our community's future. Mayor Newberry and Council Members are committed to take action based on the community's work, and expect the vision to provide guidance for government, business, education, and the charitable sector for many years to come.

From the beginning, Destination 2040 has been based on the premise of using grass-roots citizen involvement to develop and grow the vision “from the inside out”. While the visioning processes and creativity of other communities were studied and drawn from where applicable, the Destination 2040 project team made a key strategic decision: Lexington’s vision should be creatively designed and developed by those with the greatest knowledge of the community and the highest stake in achieving a truly meaningful result – the good people who live here. The project team was also careful to ensure that Destination 2040 centered upon Lexington’s real issues at this point in our history, and to make the task of constructing a vision that encompassed all facets of community life more manageable.

In his inaugural address, Mayor Newberry introduced a four-fold division of community life that resonated with citizens. The project team decided to carry that model forward for use in Destination 2040, and divided the broad sweep of community life into the following four logical, manageable categories, called “Aspects of Community Life”:

1. **Human Needs**
2. **Physical Growth**
3. **Economic Expansion**
4. **Cultural Creativity**

The next task was to capture a sense of what the community should discuss in the visioning process. A legitimate visioning process must address the real, deep issues at this point in Lexington’s history in order to have integrity and be truly sound. To identify what should be discussed, the project team conducted a series of personal interviews with a sampling of 50 community leaders representative of all segments of community life. Responses in these interviews underscored the belief that Lexington is a special place with a unique set of opportunities and challenges, that it had suffered from past divisiveness, and would benefit greatly from a clearer sense of common purpose and a widely shared, widely supported community vision. The greatest success of these interviews was the emergence of a “Root Question” that would become the core of Destination 2040: **“How will we protect all that we value while continuing to grow as a community?”**

With the Root Question and the Four Aspects of Community Life identified, the framework for the visioning process was in place. The project team developed a series of visioning tools based on this framework that were used by all participants. Destination 2040 then proceeded to the civic engagement phase, which is described in detail in Chapter 2.

A broad team was established to carry out the Destination 2040 civic engagement phase. This team consisted of the following members and roles:

Project Team:	Day-to-day leadership by staff
Consultants:	Process design, promotion, surveying, technical assistance
Steering Committee:	Project oversight and advisory for civic engagement process; implementation (15 members)
Community Partners:	Community entities providing meeting opportunities and facilitators
Volunteer Facilitators:	Guiding meetings from a scripted format, encouraging participants to share views and ideas
Work Team:	Shaping community input into meaningful drafts (36 members)

Chapter 3 – Vision Statements

Introduction

This Chapter contains a series of statements that capture the community's most consistently shared sentiments regarding Lexington's future. It begins with concise vision statements that use the broadest language, and each section that follows successively narrows the focus and provides an increasing level of specificity and detail.

- I. The **"Vision"** captures the essence of our community's future in one short, memorable phrase.
- II. The **"Overarching Vision Statement"** expands that phrase and amplifies its meaning in a complete sentence.
- III. The **"Value Statements for Four Aspects of Community Life"** tie specific values to the four categories that provide the framework for the detailed recommendations.
- IV. The **"Informing Statements"** identify deeply held values that cut across all four Aspects and are used to inform the vision and subsequent implementation efforts.

I. Vision *"Great City Life in a Productive Rural Paradise"*

II. Overarching Vision Statement

Lexington will be one of the world's great mid-sized cities by striking and sustaining a brilliant balance of dynamic urban living and a matchless rural setting.

III. Value Statements for Four Aspects of Community Life

Human Needs *A place where all people can thrive*

Approaching 2040, we will be a friendly, embracing, and diverse community that values the dignity and worth of all persons. Basic necessities of life such as food, water, and housing will be abundant, accessible, and affordable. People will be known as healthy, hardworking, motivated, and neighborly. Each individual will find ample educational opportunity and be encouraged to thrive in a fulfilling role that is personally rewarding and makes a productive contribution to the well-being and advancement of the community

Physical Growth *Always in balance*

Approaching 2040, we will be a beautiful, clean, safe, and prosperous community. We will protect and promote the signature rural landscape and associated agricultural industry, continue the momentum to bring about a truly vibrant downtown, and ensure that all urban and suburban neighborhoods flourish. Acknowledging that the future will bring growth in population and needed public facilities, we will use proactive, cooperative regional planning to address change positively while appropriately balancing the community's needs.

Economic Expansion*A fertile field of new opportunity*

Approaching 2040, we will be a place of great economic opportunity where unified, progressive community leadership capitalizes upon our heritage as a center of higher education, health care, agri-business, services, and technology. A climate of widespread economic prosperity will be generated through initiatives aimed at entrepreneurial inventiveness; research, development, and expansion into new markets; a competent, motivated, well-paid workforce; support for new and existing business ventures; and strategies to strengthen economic resilience through future change.

Cultural Creativity*Exploring artistic expression in all things*

Approaching 2040, we will sustain a lively, diverse, exciting cultural scene for residents and visitors alike. Affordable opportunities abound for Lexingtonians to take part in our community's expressive life as students, participants and audience members. Our commitment to celebrating the community through arts and cultural programming, sustained support for artists and arts groups, interest in emerging art forms, and investment in promoting the signature equine brand work together to make our community a noted destination for cultural and arts tourism.

IV. Informing Statements (Specific Direction Based on Community Input, to Inform the Vision)

Rural / Urban Mix

We will continue to place a high value on how close our rural and urban areas are to each other, and on how quickly we can move from one to the other. The unusual closeness between the city and the adjacent countryside, commonly referred to as the "rural / urban mix," helps make Lexington truly unique, and requires vigorous protection for that delicate co-existence of urban and agricultural land use.

Region

We will strengthen our bonds with neighboring communities, seeking ways our individual strengths, assets, and advantages can be joined to forge a stronger regional partnership and more powerful economic alliance. Regional relationships built on mutual trust and respect will value the unique character, identity, and leadership of each individual community, and be marked by a willingness to share new and existing resources to develop the future of the region.

Sustainability

We will lead in sustainability through our use of practical, environment-friendly practices and emerging technologies to bring about a safer, more resilient community. We value initiatives that improve energy efficiency through reduced energy consumption and develop responsible energy sources for transportation and built infrastructure; increase the available supply of locally-produced food and energy; sustain quality and self-sufficiency in our water supply, and build the community's capacity to be adaptable and flexible in response to future change.

Community Appeal

We will be a community with a consistently magnetic quality of life that attracts and holds creative and talented persons of all ages. We value educational, employment, entrepreneurial, housing, and cultural initiatives that generate an appealing mixture of both workplace opportunity and exciting cultural life, so that many such people, especially young people, will choose Lexington as the place to live, work, and raise families.

Chapter 4 – Vision Strategies and Tactics

I. Action Approaches for Four Aspects of Community Life

Introduction

What follows are specific **ideas** to pursue, **actions** that will advance the community in the areas most commonly emphasized by Destination 2040 participants. They are organized around the four Aspects of Community Life, and intended to move the community forward in a consciously chosen direction. However, these ideas and actions are merely the mechanics by which we will focus upon the most valuable assets of the community – **our people**.

Pursuing these ideas will challenge us to form stronger relationships and inspire greater community spirit. That is the driving motivation behind all of the strategies and tactics that follow.

Never let it be forgotten that the greatest potential accomplishment of this vision is to unify our people with a sense of purpose, hope, and mutual supportiveness.

II. Momentum Builders / Accelerator Ideas

Introduction

The following 15 large-scale ideas should receive immediate attention because they have the potential to put the community vision into forward motion and build needed momentum. These ideas have in common their ability to have an impact upon all four Aspects of Community Life. The 15 ideas range from short- to long-term with regard to implementation. Some should be able to be accomplished rather quickly. Others will make key, measurable initial strides toward a more complicated objective. All of them have the capacity to generate momentum by building important relationships, addressing key community needs that resonated in the visioning process, and hopefully resulting in some early victories.

This is not an exhaustive list, but rather an agreed-upon slate of ideas that make a lot of sense to get started on in support of the community vision. A community will hopefully never be out of good ideas to add to its agenda, and certainly more ideas like these will follow. But these ideas give us a solid group of opportunities to pursue at the outset.

Each idea is written to serve as a starting point for action. Each idea will need to have the appropriate group convened around it to fully think it through and flesh out specific actions and timetables. These starting points have been reviewed by many of the interested stakeholders and are believed to have a strong degree of initial soundness, but are certainly subject to revision as they move forward.

The ideas have been grouped into the following five categories, according to their main focus:

Region

1. Work the "Golden Triangle; Establish the "Bluegrass Diamond"
2. Regionally Planned Future Growth
3. Regional Transportation Connections of the Future

People

4. Network of Civic Engagement
5. Comprehensive Health and Human Services Directory
6. Visible Pathway from Education to Workplace Opportunities

Place

7. Becoming More Proactive About Planning
8. A Consistently Clean Community
9. Use Urban Land Efficiently through Infill and Redevelopment

Systems

10. Civic Project Management
11. Local Public Transportation Improvements
12. Unity, Support, and Follow-Through for Strong Vision Components Already Completed

Community Development

13. Animal Health Corridor / U.K. Research & Development Center
14. Mid-Sized City Development Institute
15. Arts and Cultural Production Zone

Destination 2040

Choosing Lexington's Future

Mayor Jim Newberry and the members of the Lexington-Fayette Urban County Council thank everyone who helped develop a shared community vision – a common sense of direction for our community's future.

Together, across a year of intensive community-based work, we crafted a consciously chosen dream that has the widespread support, quality, commitment, and follow-through needed to endure.

Destination 2040 is organized around a root question about the tough choices we need to make wisely together in order to make sustained progress: "How will we protect all that we value while continuing to grow as a community?" To the extent that we answer this question by acting on widespread community agreement about the crucial importance of balancing, protecting, and promoting our urban, suburban, and rural mix, Lexington-Fayette County will continue moving into the top tier of the world's great places to live, work and visit.

[Click here for the final report](#)

About Destination 2040

About Destination 2040

How will we protect all that we value while continuing to grow as a community?

Go directly to the Root Question and Aspects of Community Life

Origins of Destination 2040

Shortly after Mayor Jim Newberry and the members of the current Urban County Council took office in late 2006, they made a joint commitment to work together with the people of Lexington-Fayette County (Kentucky) to develop a common sense of direction for our community's future. Recognizing the great assets and great challenges in our community, the Mayor and Council Members formed Destination 2040 to include all people living in Lexington-Fayette County, Kentucky, in making the choices that will shape our community for at least the next 30 years. Read the Project Description presented to the Mayor and Council Members on October 30, 2007.

Need for Destination 2040

In addition to the emphasis placed on this important work by the Mayor and Council, initial interviews with a sampling of approximately 50 community leaders from all walks of life underscored the sense that Lexington-Fayette County is a special place with special opportunities and challenges. Many in our community also say it is time to develop a clearer sense of common purpose, a shared vision that will engage all of us in moving our community from good to great.

Purpose of Destination 2040

The purpose of Destination 2040 is to craft a consciously chosen dream for our community that has the widespread support, quality, commitment, and follow-through needed to endure.

Root Question for Lexington-Fayette County's Future

Destination 2040 is organized around a root question that grows out of a realistic look at the tough choices we need to make together: "How will we protect all that we value while continuing to grow as a community?" It is necessary to come to widespread community agreement on how to respond to this question if Lexington-Fayette County is to move into the top tier of the world's great places to live and visit.

Providing a Clear Focus: Four Aspects of Community Life

Four Aspects of Community Life serve as the framework for all Destination 2040 work to address the root question our community faces and develop wise policies, practices, and programs that will move our community forward strategically and practically:

- Human Needs
- Physical Growth
- Economic Expansion
- Cultural Creativity

Read more about the four Aspects of Community life and the elements included within each here.

Leaders and Partners for Destination 2040

Destination 2040 conveners, sponsors, and funders:
LFUCG

Lexington-Fayette Urban County Government, led by Mayor Jim

Newberry and the 15 members of the Lexington-Fayette Urban County Council, initiated Destination 2040 and serve as its primary conveners. LFUCG funds the project, which also depends on extensive contributions of volunteer time by people in Lexington-Fayette County.

Destination 2040 Steering Committee

A 15-member volunteer Steering Committee provides project oversight and integration.

Steering Committee Members

Destination 2040 Work Teams

Four topical Work Teams that include knowledgeable community volunteers and topic experts will be assigned to build on the ideas, choices, and priorities developed in public meetings to produce implementation plans complete with tasks, targets, and progress measurements.

Work Team Members

Destination 2040 Partners

Business, civic groups, and nonprofit organizations serve as partners with LFUCG to ensure that Destination 2040 reaches deeply and widely into our community and reflects our residents' ideas and contributions. Destination 2040 partners helped organize and conduct Round I and Round II meetings, and participate in carrying out the changes and new initiatives included in the implementation report. View list of partnering groups.

Distinctive Destination 2040 Commitment to Widespread Participation

Destination 2040 is based on broad-based community engagement. Mayor Newberry and the Council Members want every Lexingtonian to have an opportunity to take part in two guided conversations about our future. Project partners agreed to devote two of their naturally occurring meetings from January – July, 2008 to considering Lexington-Fayette County's future.

Naturally occurring meetings such as these offer thousands of Lexingtonians easy access to the democratic process of choosing their future together:

- Business gatherings
- Staff meetings
- Sports league meetings
- Civic clubs / groups
- Classes in churches, mosques, and synagogues, and other faith-based group meetings
- PTA/PTSA, School-Based Decision-Making and other parent-school meetings
- Neighborhood association gatherings
- Classes and teachers' groups in schools at all levels
- Organizations' board meetings
- Gatherings of friends or family members

This easy-access style is coupled with trained volunteer facilitators who use a standardized guide for each meeting and carefully report on each session, making sure every voice counts and every idea is reported.

Destination 2040 Time Line

Round One Meetings: January 22 – March 14, 2008: "The Destination Conversation: Many Ideas, One Vision"

Round Two Meetings: April - July, 2008: "Focusing on the Powerful Strategies and Great Ideas That Help Answer the Root Question"

Vision Report and Implementation Plans Complete: Fall, 2008

Implementation Begins: 2008-2009

Work Group

Time Span – May 2006 to July 2008

Groups Represented

Bluegrass Area Development District

Commerce Lexington

Downtown Development Authority

Downtown Lexington Corporation

Group C/J

KKG – Streetscape Consultant

LexArts

Lexington Convention and Visitors Bureau

LFUCG Vice Mayor Jim Gray and other Council Members

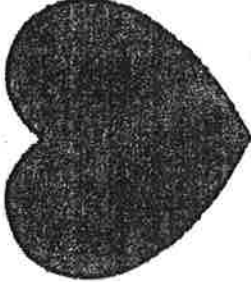
LFUCG Public Works Department

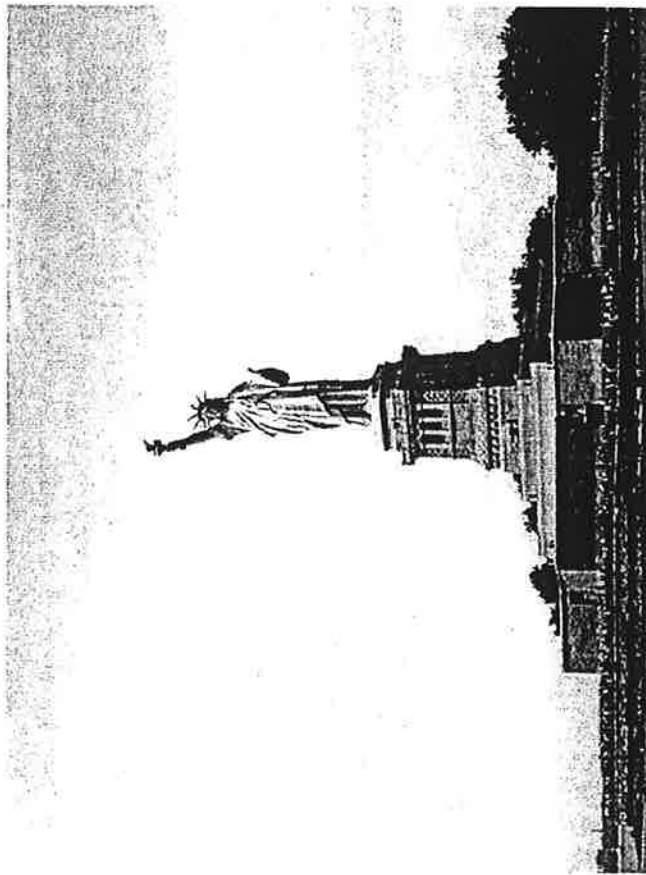
Preston-Osborne

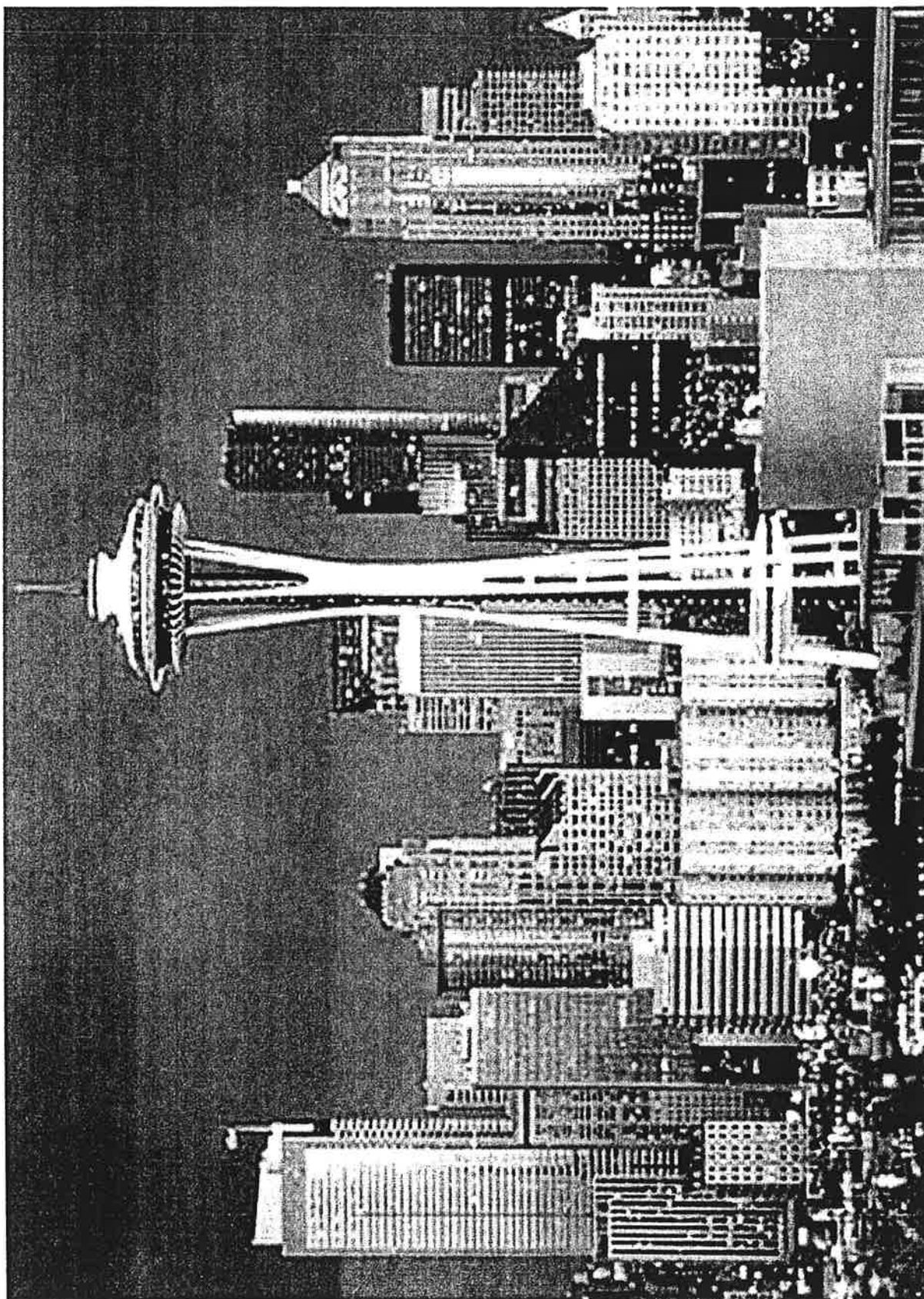
University of Kentucky

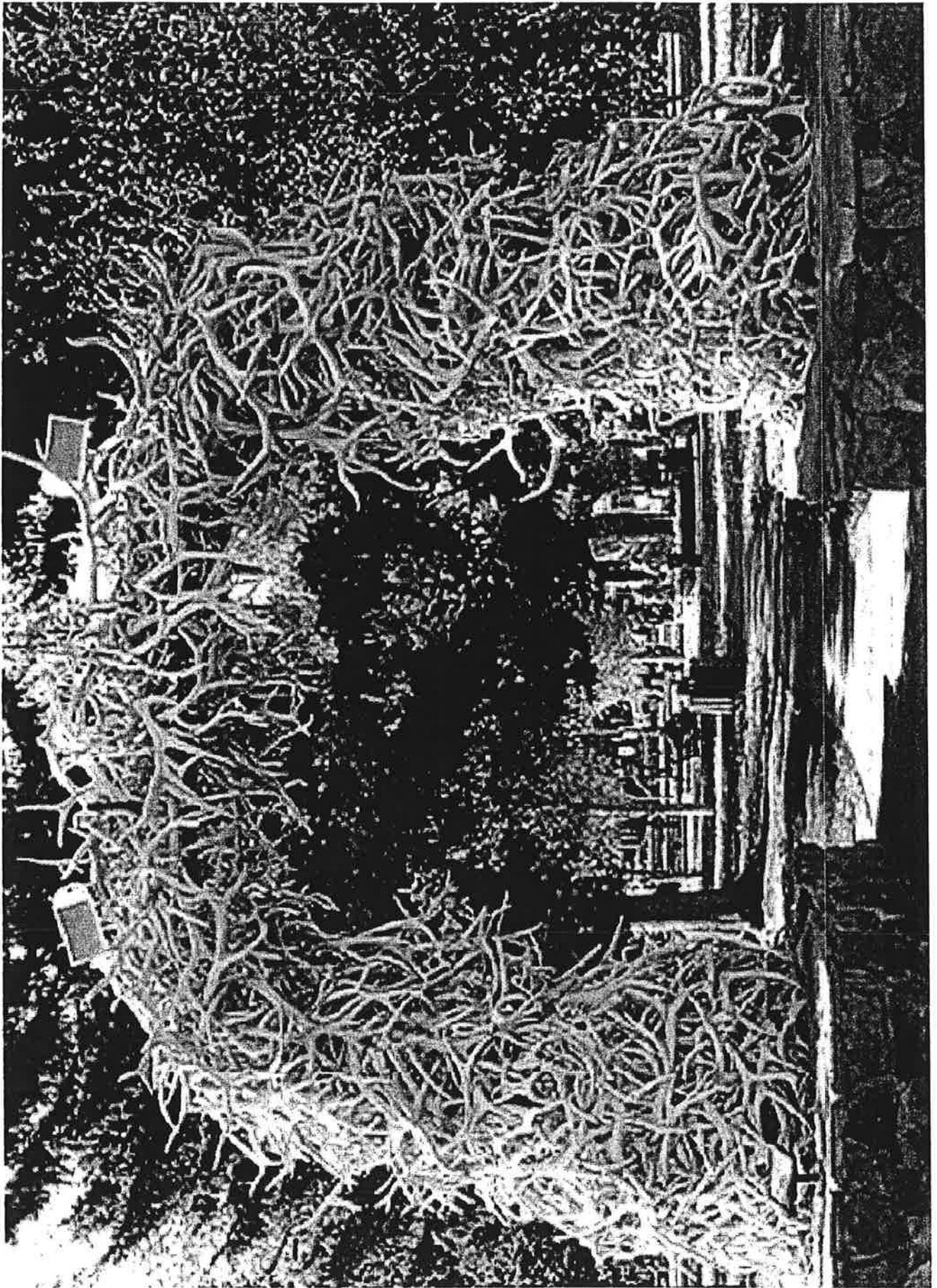
And numerous other individuals

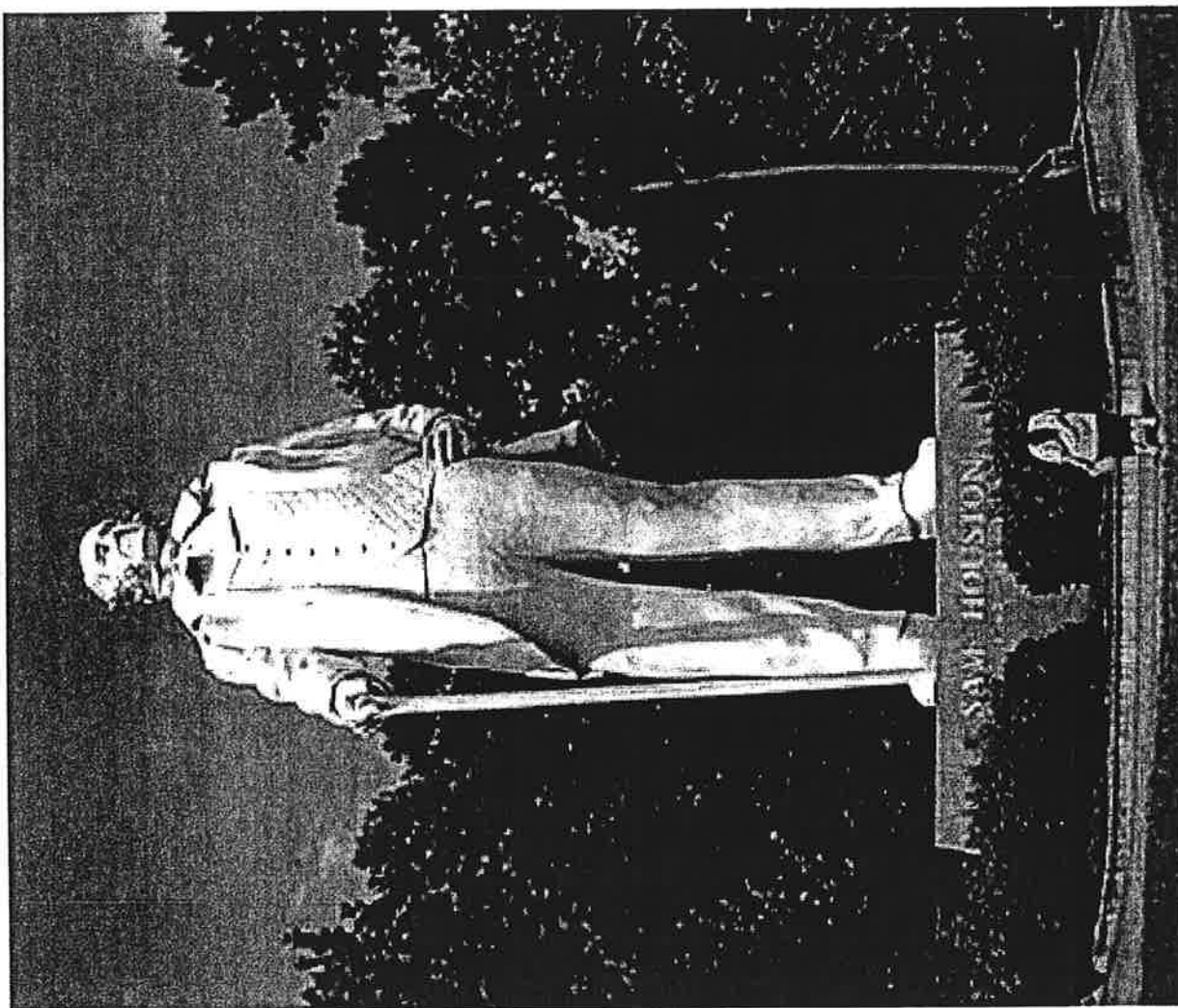
Identity You Remember

I  NY[®]







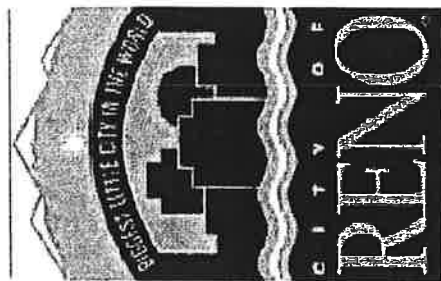
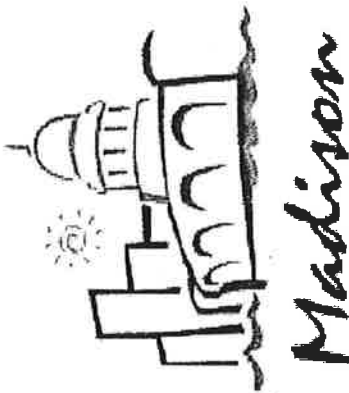
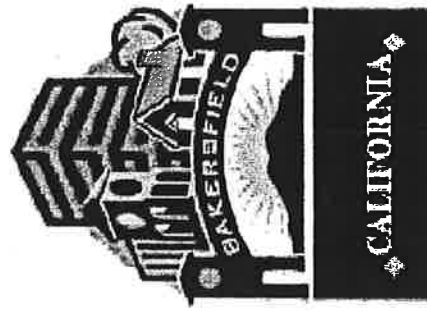


Identity You Don't Remember



City of Waco, Texas

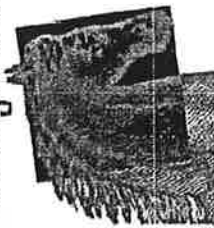




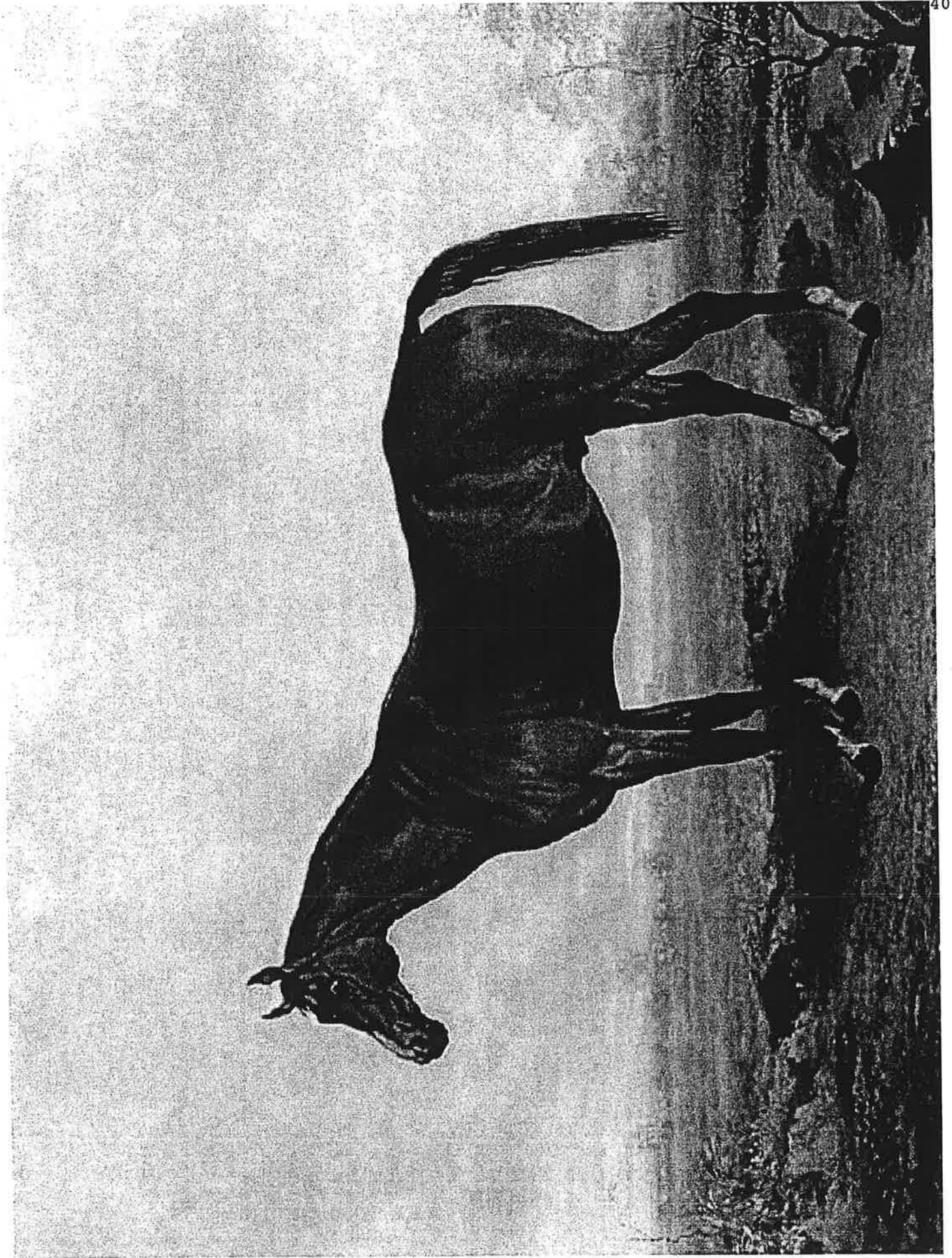
Logos In Your Midst

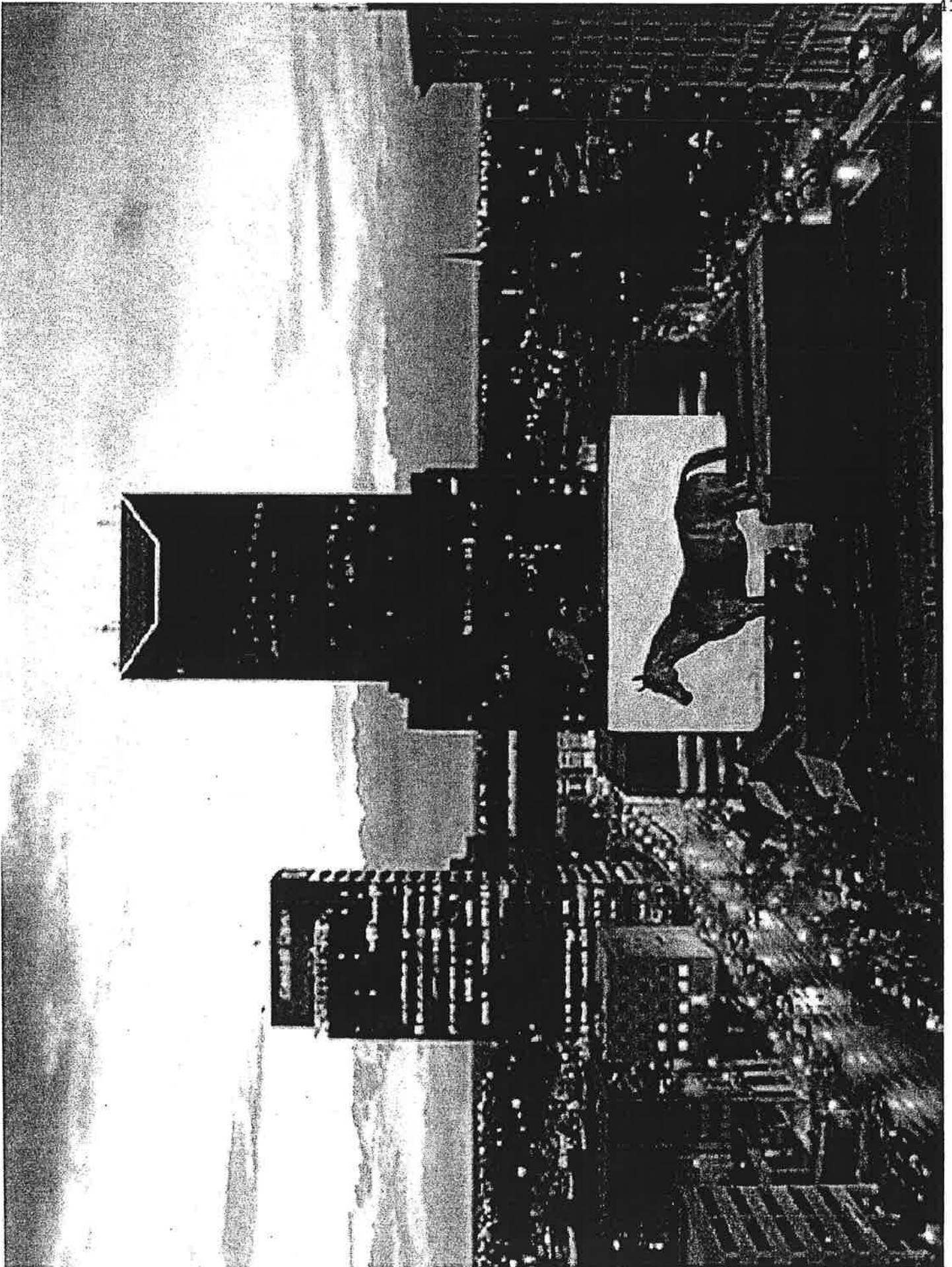


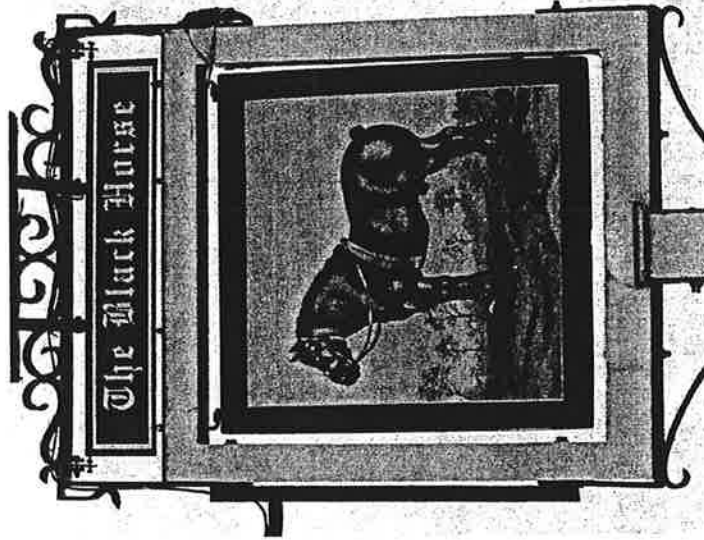
Lexington-Ky

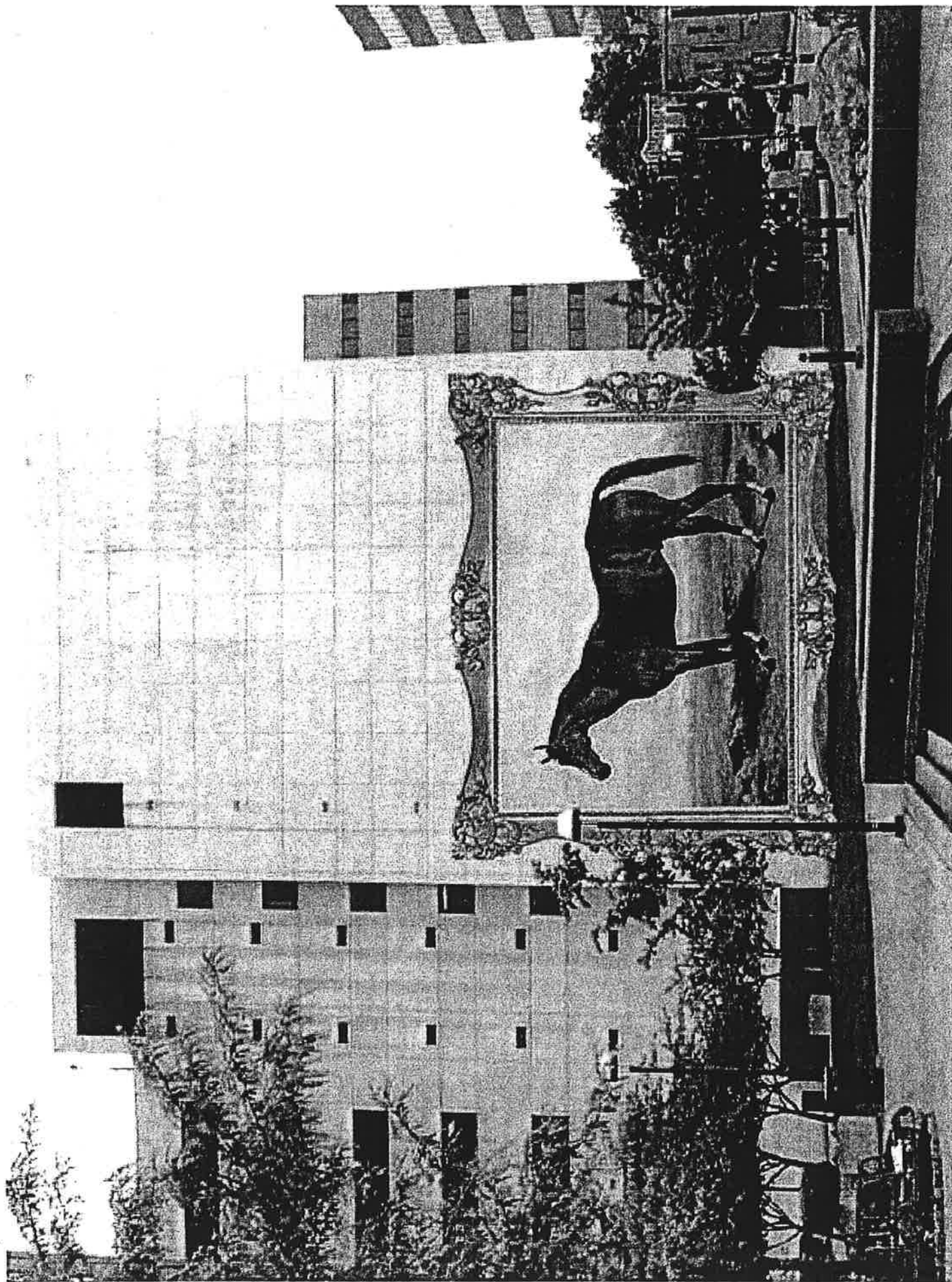


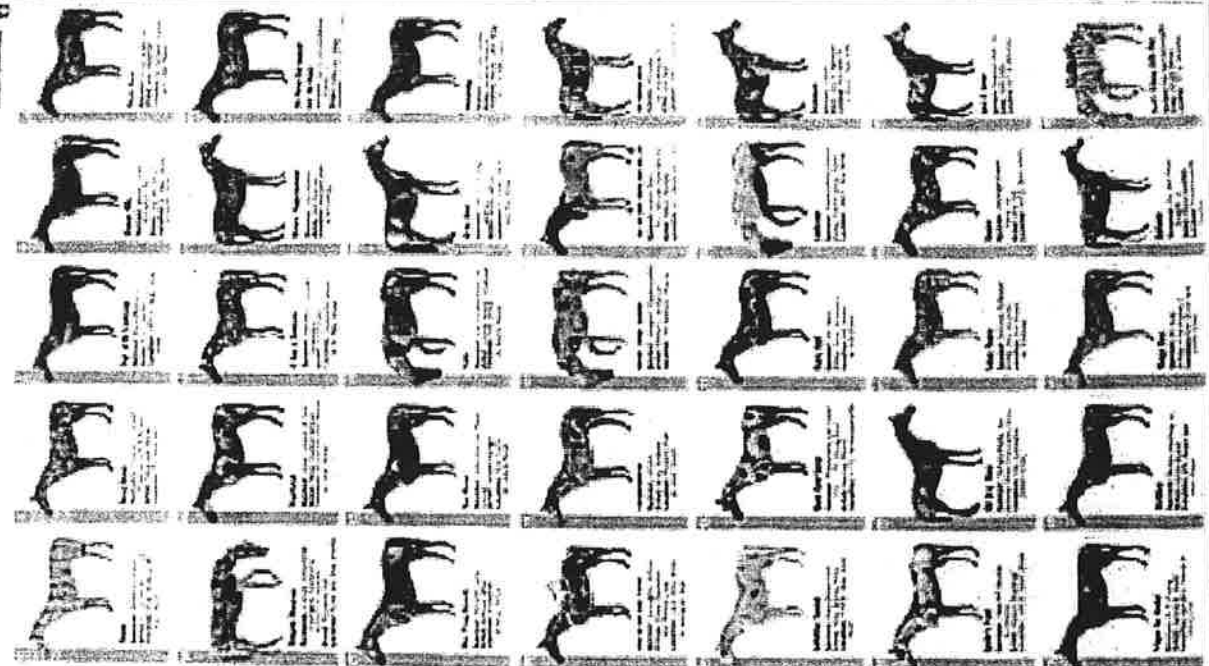






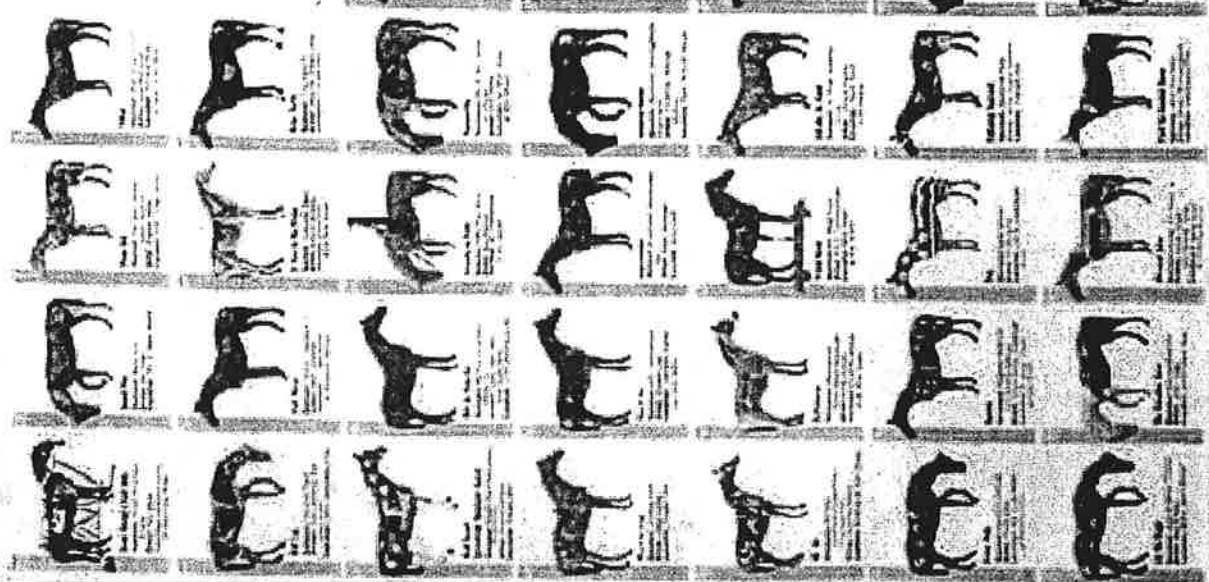


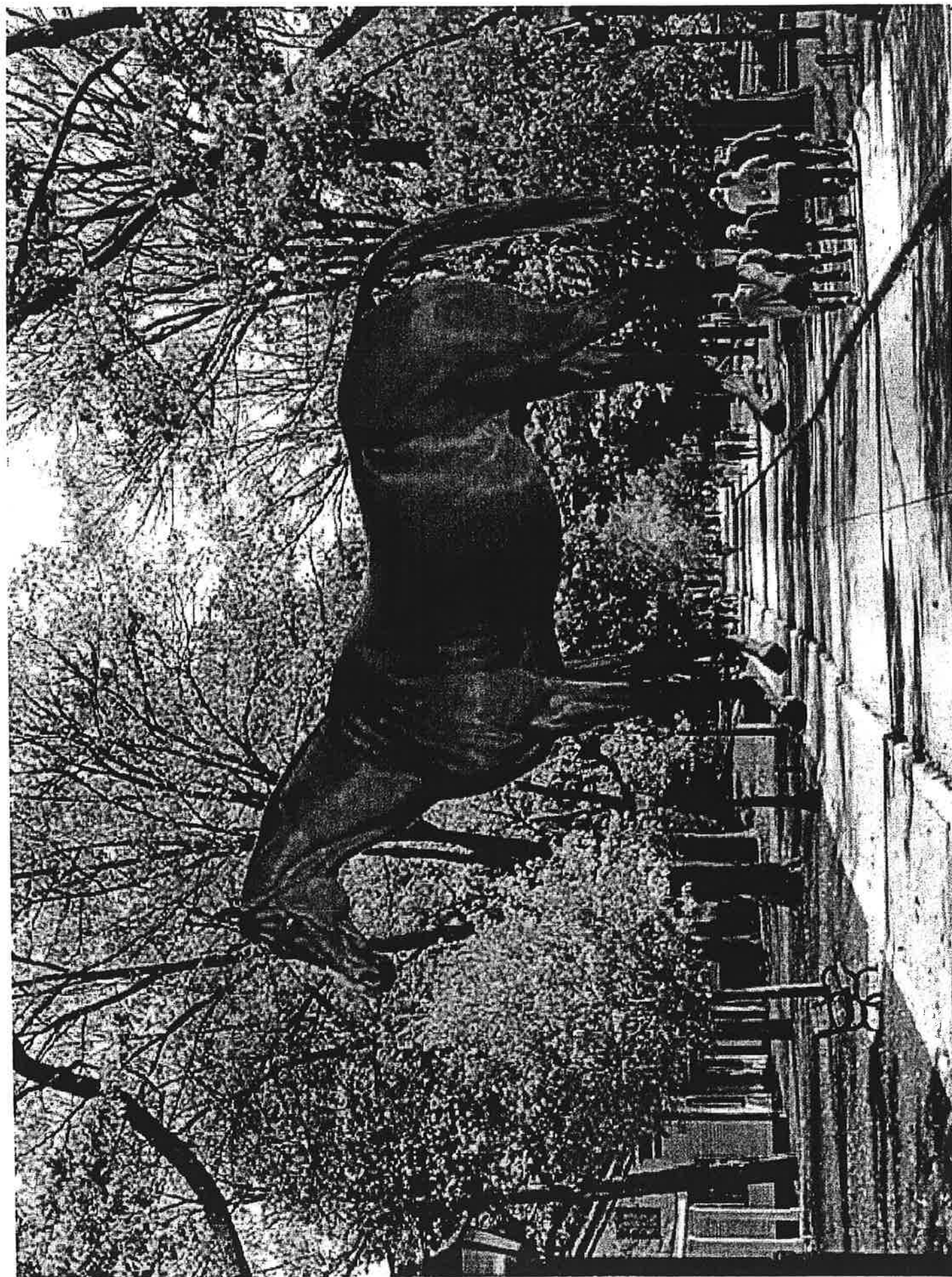


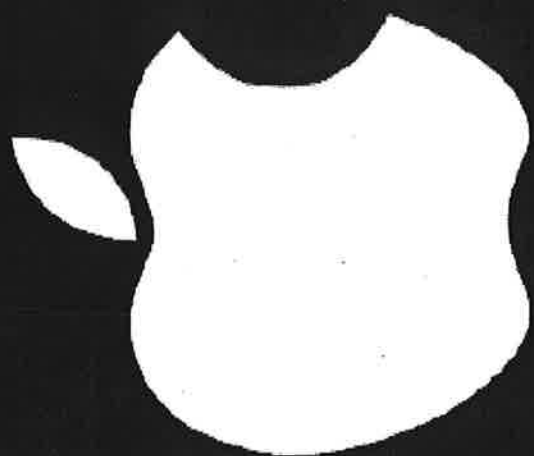


Horse Mania

THE EQUUS READER

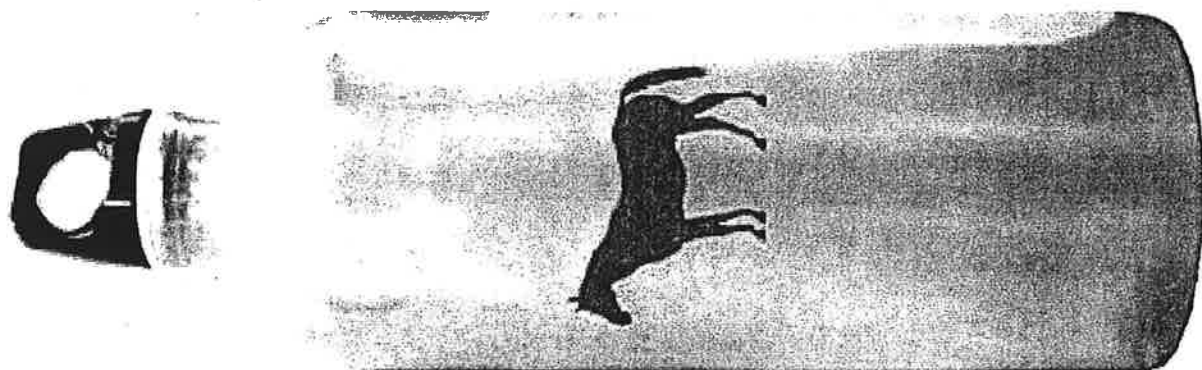














**Southern
Comfort**



LEXINGTON, KY

Horse Capital of the World

(800) 845-3959 www.visitlex.com
FREE Visitor Planning Guide

Kentucky



**Get
Carried
Away.**

8TH FLOOR
Downtown Life
1000 AND
1000 AND

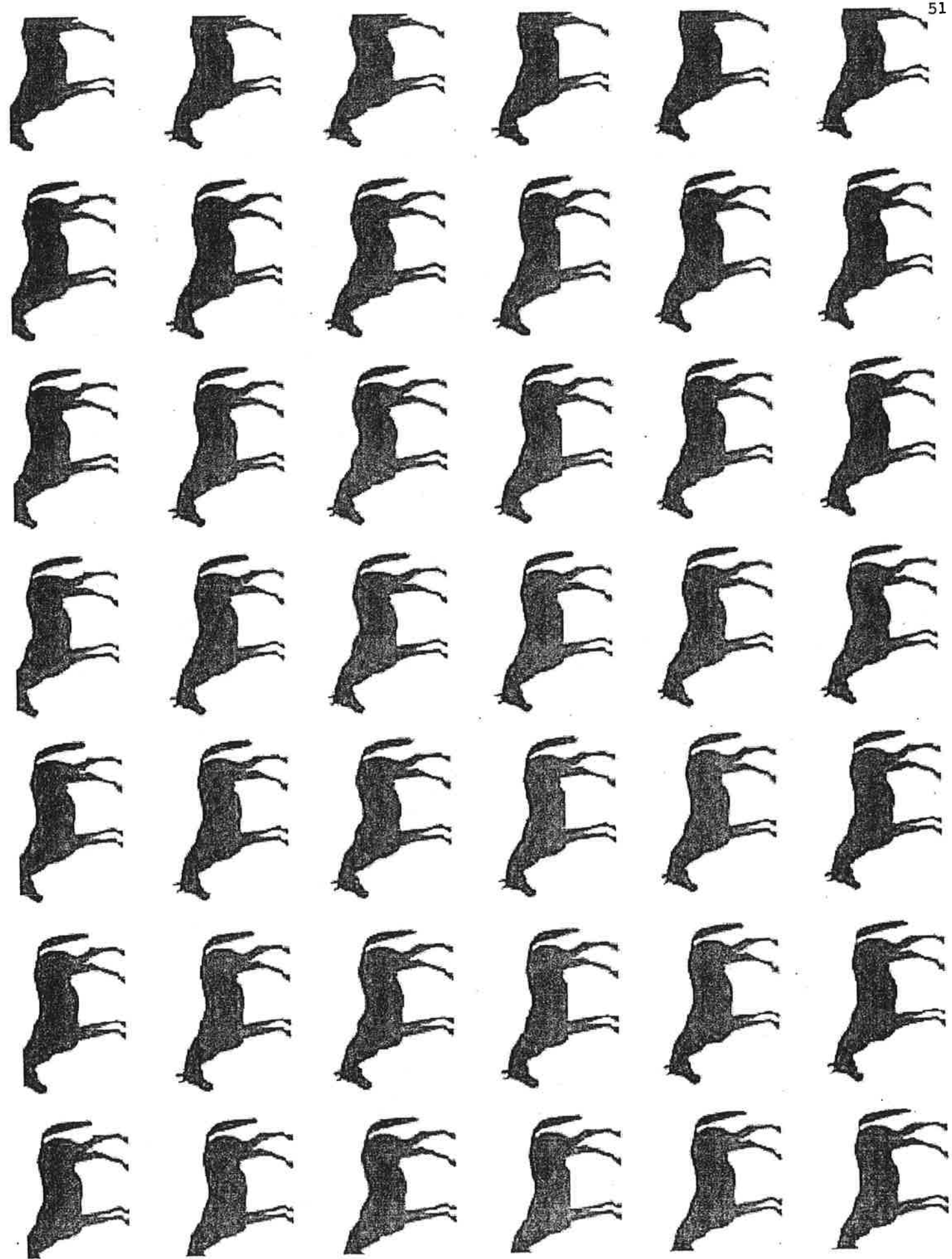


LEXINGTON, KY

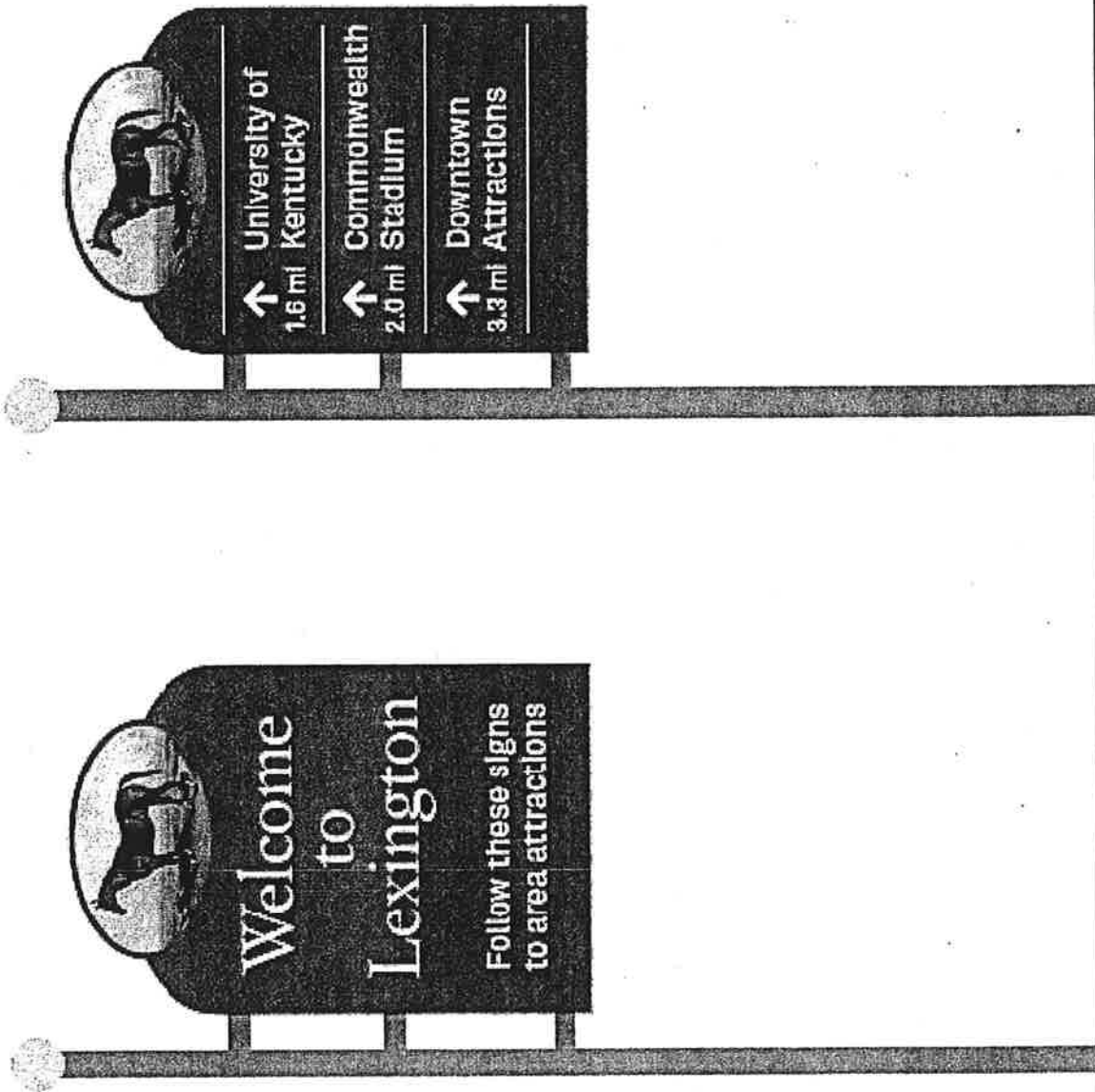
Horse Capital of the World

(800) 845-3959 www.visitlex.com
FREE Visitor Planning Guide

Kentucky







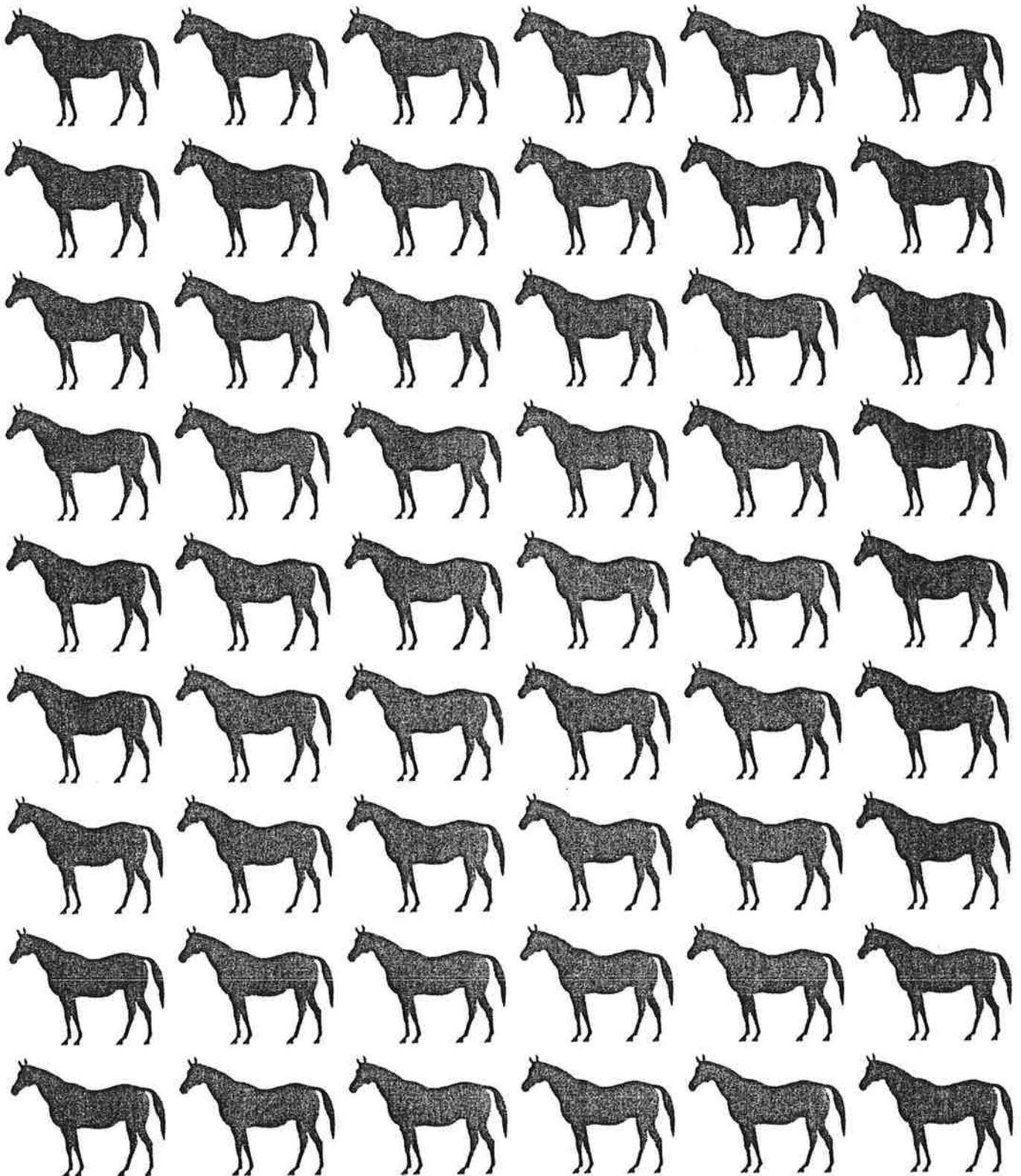


Table of Contents

1	About This Style Guide
2	CHAPTER ONE Basic Identity Elements
3	The Legend of the Blue Horse
4	Big Lex Oil Painting
5	Framed Big Lex Oil Painting
6	Big Lex Icon
7	LEX Logotype
8	Lexington Logotypes
9	LEX Logotype with Tagline
10	Lexington Logotypes with Tagline
11	Logotypes and Taglines with Big Lex Icon
12	Logotypes with Tagline and Painting
13	Logotypes with Tagline and Framed Painting
14	I "Horse" Lex
15	Big Lex Horseshoe Graphic
16	Color
17	Typography / Sans Serif
18	Typography / Serif
19	Big Lex Patterns
20	Horseshoe Patterns
21	CHAPTER TWO Applications
22	Big Lex Oil Painting Public Displays
23	Big Lex Art Destination
24	Outdoor Advertising
25	Brochures and Print Collateral
26	T-shirts
28	Caps
30	Gift Store Merchandise
31	Wayfinding Signs
32	Wayfinding Hoofprint Concept
33	CHAPTER THREE Stationery
34	Letterhead
35	Letterhead (formatted)
36	Business Card/Two Sided
37	Folded Business Card/Four Panels
38	#10 Envelope

About This Style Guide

The city of Lexington Kentucky and the surrounding community is one of the most beautiful and unique places on earth. In 2010 thousands of new visitors will be coming to Lexington to attend the World Equestrian Games. The first ever to be hosted in the United States. On the occasion of this landmark event the city has taken the opportunity to put its best face forward. We have put a lot of thought into creating a graphic identity that reflects Lexington's unique one-of-a-kind personality.

In a sense Lexington is a brand. A brand with such a strong identity takes years to build, yet it can quickly erode if we fail to protect the elements that define it. Which is one of the principal reasons we created these style guidelines.

In this document you will find the basic rules for using the City of Lexington's "Big Lex" identity. We've spent some time refining the multiple elements that you can use to represent the city of Lexington to the world. These visual tools, used with care and imagination, will ensure that the city's image retains its unique character and consistency for years to come.

CHAPTER ONE Basic Identity Elements

- 3 The Legend of the Blue Horse
- 4 Big Lex Oil Painting
- 5 Framed Big Lex Oil Painting
- 6 Big Lex Icon
- 7 LEX Logotype
- 8 Lexington Logotypes
- 9 LEX Logotype with Tagline
- 10 Lexington Logotypes with Tagline
- 11 Logotypes and Taglines with Big Lex Icon
- 12 Logotypes with Tagline and Painting
- 13 Logotypes with Tagline and Framed Painting
- 14 I "Horse" Lex
- 15 Big Lex Horseshoe Graphic
- 16 Color
- 17 Typography / Sans Serif
- 18 Typography / Serif
- 19 Big Lex Patterns
- 20 Horseshoe Patterns

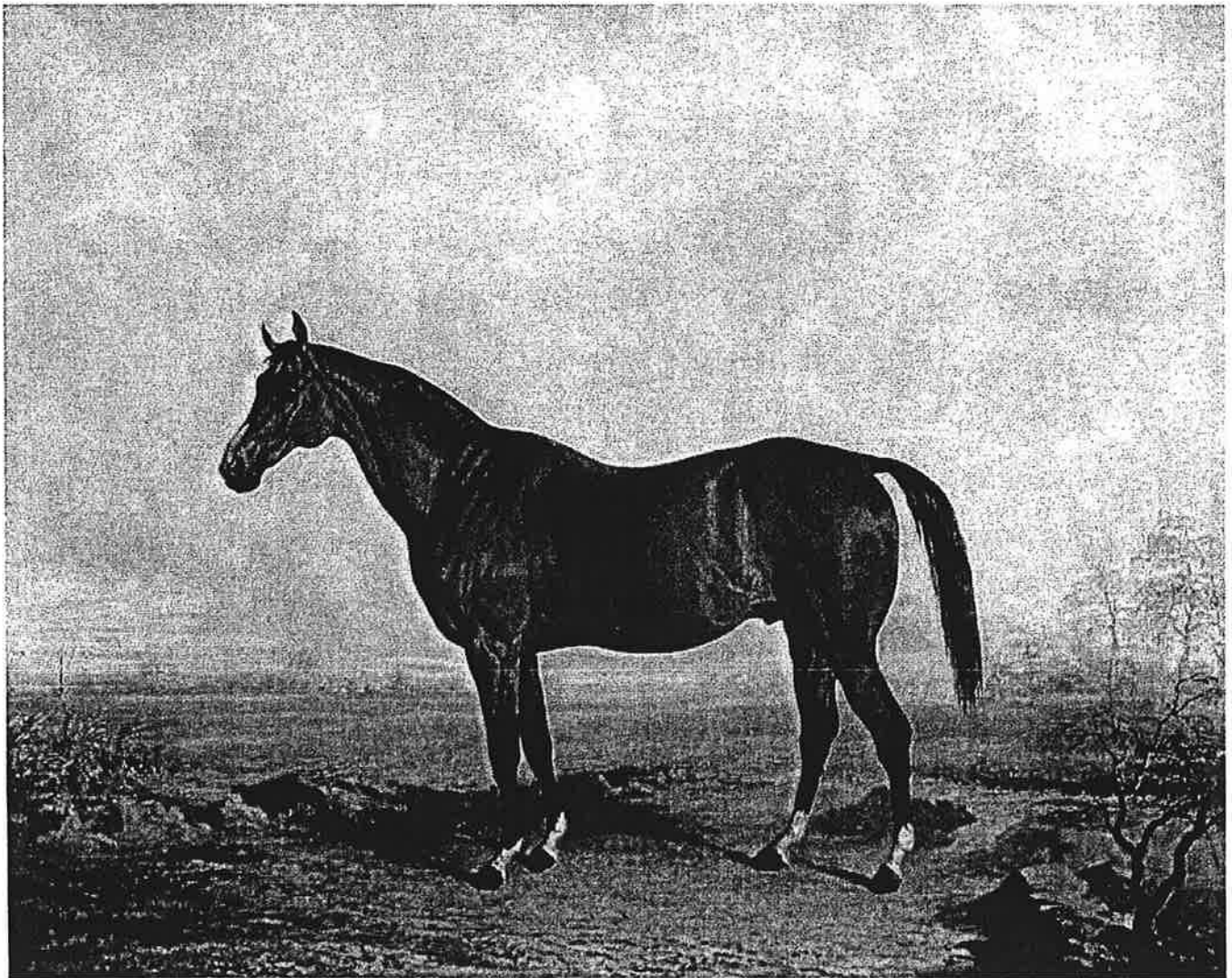
Basic Identity Elements The Legend of the Blue Horse

This is the official story of "Big Lex". This tall-tale can be used to explain the origins of Lexington's mythical blue horse. We're not sure if it's true or not but here's how it goes.

Lexington is in the center of the Bluegrass Region of Kentucky. It is the home of legendary horses and world famous bourbons. Our limestone-infused water and soils that feed the grass are what have been identified as growing strong horses unlike anywhere else in the world. Those same waters produce the best bourbons in the world, too. In the early spring there is a hint of blue in the grass, which is why early settlers dubbed the region, the Bluegrass. Legend has it that one horse has grazed these pastures for more than 100 years. The steed turned blue because he found the main fountain of these limestone rich waters and has eaten nothing but nourishing bluegrass his entire life. Although no one has real evidence that an actual blue horse exists, many tales of sightings exist across the region with legions of true believers. In all candor, some of the sightings have been reported after a generous sampling of several local bourbons. In any event, be on the lookout as you drive around the more than 450 horse farms in the area—you might just see the legendary blue horse yourself.

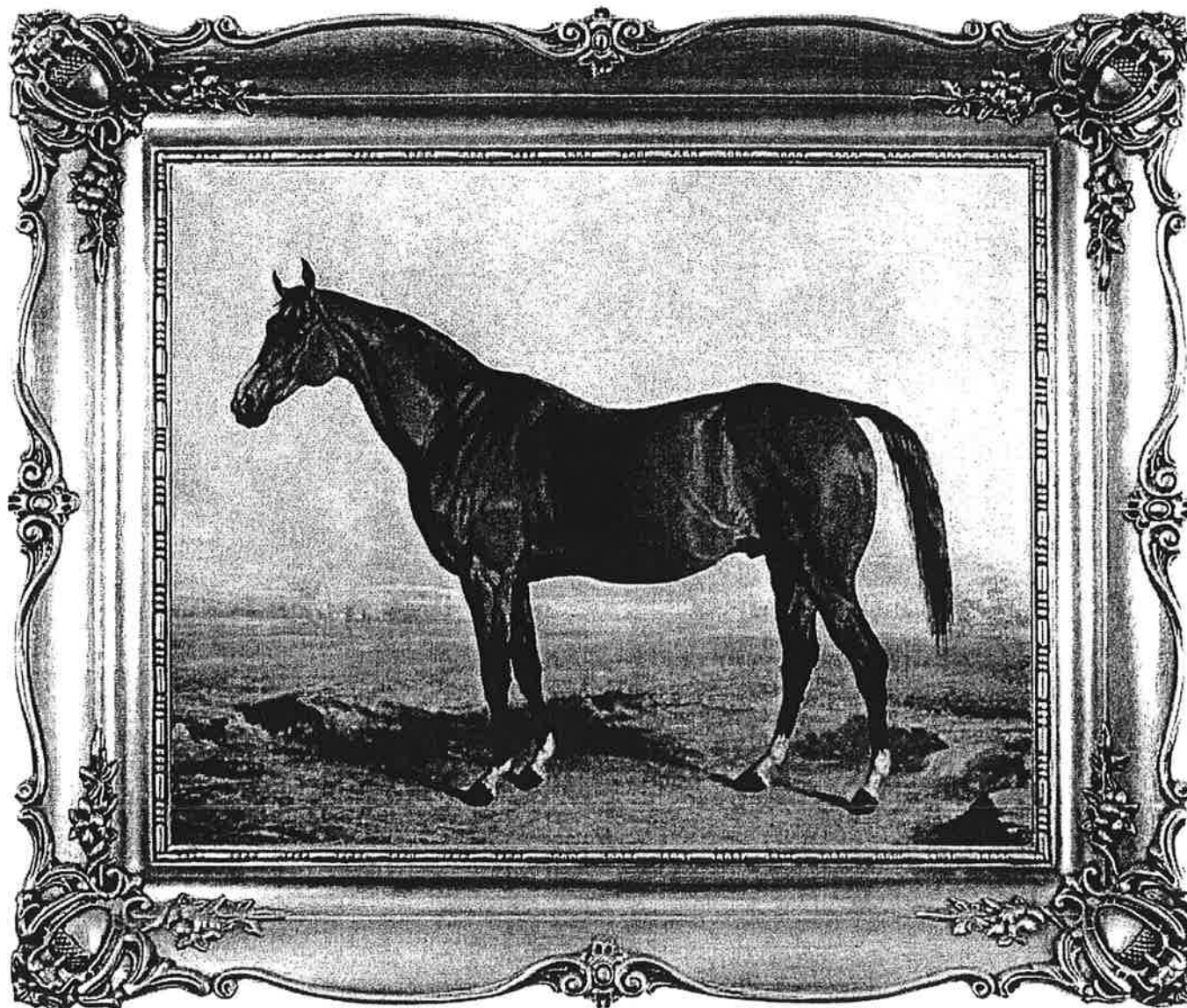
Basic Identity Elements Big Lex Oil Painting

The portrait of the distinctive blue horse shown here is based on an old oil painting of the famous racehorse named Lexington. The original painting is by the renowned Kentucky artist Edward Troye. This eye-catching twist on a traditional equine oil painting is a metaphor for the city of Lexington and the surrounding community. It is the result of the morphing of a Thoroughbred with the region's iconic bluegrass—a blue horse named Big Lex. This painting is the primary component of the new identity and the basis for the entire program outlined in this document. This contemporary interpretation of a classic art genre gives the city an unforgettable signature that draws attention to a legendary horse and the legendary place that shares its name. Both Lexingtons are unique and memorable. Many think that the venerable blue horse could actually be Lexington still roaming the bluegrass pastures.



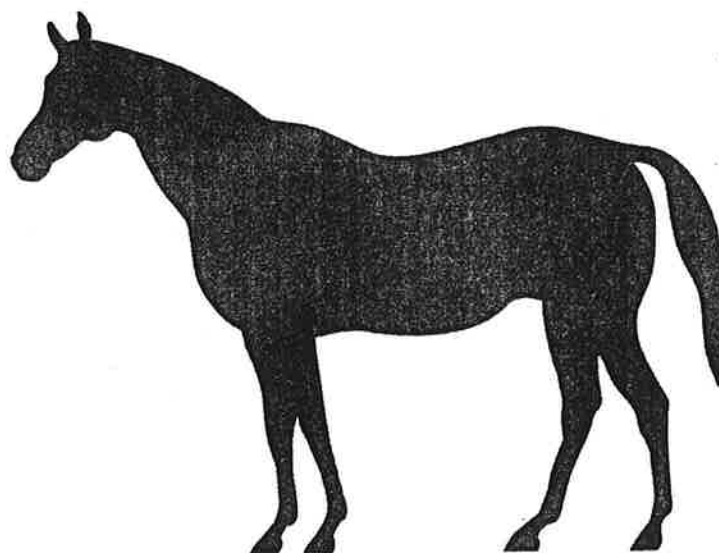
Basic Identity Elements Framed Big Lex Oil Painting

In some instances a framed version of the Big Lex Oil Painting can be used. The painting is cropped tighter in this version of the identity. Please use the framed painting exactly as shown below.



Basic Identity Elements Big Lex Icon

The logo shown here is based on the silhouette of the distinctive blue horse portrayed in the Big Lex oil painting. It is a primary component of the identity. The Big Lex icon is used in one or two color situations and in small usage applications. It should also be used when a layout requires spare and simple design elements. The logo shown here and on the following pages has been specifically created for this identity program. Always use this or other approved reproducible artwork when using the Big Lex icon.



Big Lex Icon should not be sized smaller than 0.5 inches in width.

Basic Identity Elements LEX Logotype

LEX is an abbreviation of the name Lexington and the official airport code for the city. This simple three letter word-mark is a short and very graphic way to say Lexington and the contemporary sans-serif style of the typography is a good counterweight to the old world painting. The letter "X" in this logotype makes it distinctive and references the 2010 World Equestrian Games by highlighting the Roman numeral ten in blue. This is a primary graphic tool for expressing the new Lexington identity. The version shown here and on the following pages has been specifically created for this identity program. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match these letterforms with other typefaces no matter how similar they may appear. This will ensure the consistent use of this logotype in all applications. Please refer to chapter two for examples of how to use the LEX logotype.

LEX

LEX

LEX

Basic Identity Elements Lexington Logotypes

These are the approved ways to spell out the names Lexington and Lexington Kentucky. These are primary graphic tools for expressing the new identity. The versions shown here and on the following pages have been specifically created for this identity program. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match these letterforms with other typefaces no matter how similar they may appear. Please refer to chapter two for examples of how to use the Lexington logotypes.

LEXINGTON

LEXINGTONKY

**LEXINGTON
KENTUCKY**

Lexington, KY

Lexington, Kentucky

Basic Identity Elements LEX Logotype with Tagline

The official tagline shown here should be used when appropriate. This is the primary tagline for the new identity. The following examples show recommendations for how the taglines should be used with the approved logotypes. The versions shown here have been specifically created for this identity program. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match these letterforms with other typefaces no matter how similar they may appear.

LEX

HORSE CAPITAL OF THE WORLD

LEX

LEXINGTON KENTUCKY
HORSE CAPITAL OF THE WORLD

WORLD EQUESTRIAN GAMES
LEXINGTON KENTUCKY 2010

LEX

HORSE CAPITAL OF THE WORLD

Basic Identity Elements Lexington Logotypes with Tagline

The official tagline shown here should be used when appropriate. This is the primary tagline for the new identity. The following examples show recommendations for how the taglines should be used with the approved logotypes. The versions shown here have been specifically created for this identity program. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match these letterforms with other typefaces no matter how similar they may appear.

LEXINGTON
HORSE CAPITAL OF THE WORLD

LEXINGTONKY
HORSE CAPITAL OF THE WORLD

LEXINGTON
KENTUCKY
HORSE CAPITAL OF THE WORLD

HORSE CAPITAL OF THE WORLD
Lexington, KY

HORSE CAPITAL OF THE WORLD
Lexington, Kentucky

Basic Identity Elements Logotypes and Tagline with Big Lex Icon

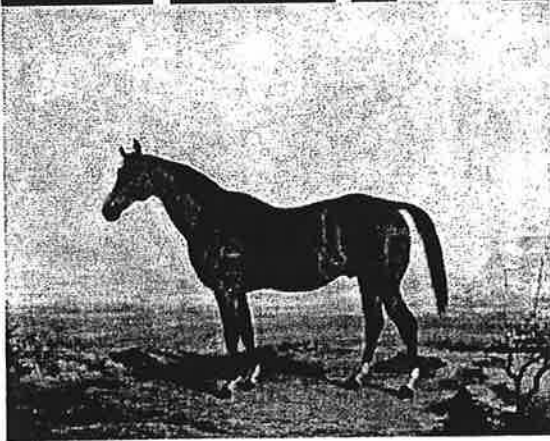
The following examples show the recommended pairings of the Big Lex Icon with the approved logotypes and tagline. Please use these lock-ups as they are shown here to ensure the consistent application of the new identity.



Basic Identity Elements Logotypes with Tagline and Painting

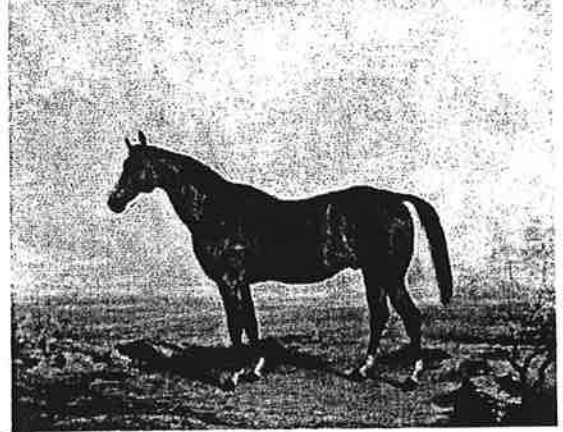
The following examples show the recommended pairings of the Big Lex Oil Painting with the approved logotypes and typography. Please use these lock-ups as they are shown here to ensure the consistent application of the new identity.

LEX



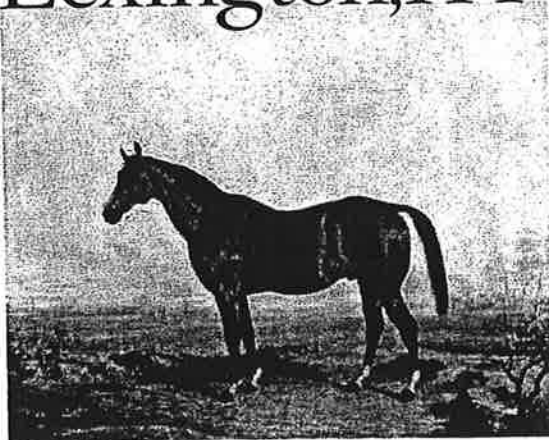
LEXINGTON KENTUCKY
HORSE CAPITAL OF THE WORLD

LEXINGTON



HORSE CAPITAL OF THE WORLD

Lexington, KY



HORSE CAPITAL OF THE WORLD

HORSE CAPITAL OF THE WORLD

Lexington



Basic Identity Elements Logotypes with Tagline and Framed Painting

The following examples show recommended pairings of the Framed Big Lex Oil Painting with the approved logotypes and typography. Please use these lock-ups as they are shown here to ensure the consistent application of the new identity.

LEX



LEXINGTON KENTUCKY
HORSE CAPITAL OF THE WORLD

LEXINGTON



HORSE CAPITAL OF THE WORLD

Lexington, KY



HORSE CAPITAL OF THE WORLD

HORSE CAPITAL OF THE WORLD
Lexington



Basic Identity Elements | “Horse” Lex

This configuration can be used as a secondary tag-line message. The lock-up shown here is the recommended proportion of type to Big Lex Icon and should not be altered. The version shown here and on the following pages has been specifically created for this identity program. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match these letterforms with other typefaces no matter how similar they may appear.

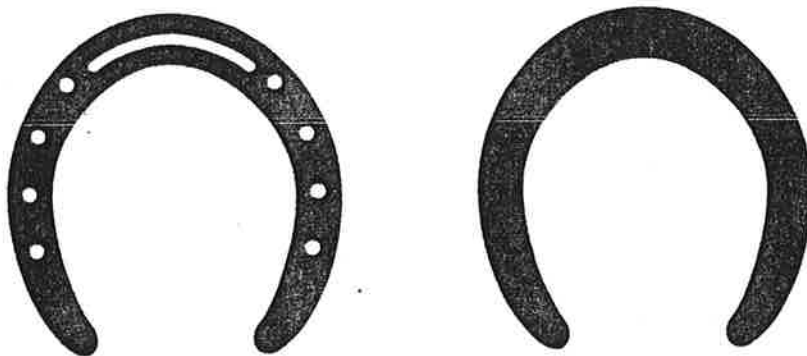


Basic Identity Elements Big Lex Horseshoe Graphic

This “hoof-print” of Big Lex is a secondary icon that can be used in some situations. It has been created as a way-finding graphic device but it can also be used as a logo.



Wayfinding graphic

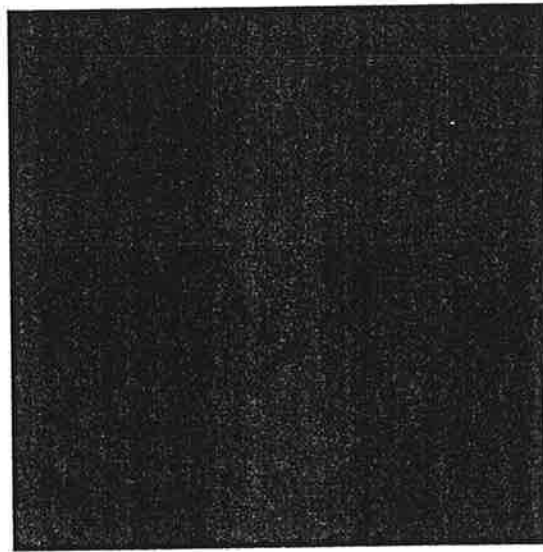


Secondary Icons

Basic Identity Elements Color

The official color for expressing the Big Lex identity is PMS 286. CMYK and RGB screen mixes are designated below for situations where a PMS is not available. The second tier palette shown below is based on the primary colors used for horse racing silks and racing graphics. These colors can be used as compliments to Big Lex blue.

BIG LEX BLUE

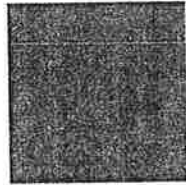


PMS 286 Coated and Uncoated
CMYK Mix 100C 66M

SECONDARY PALETTE

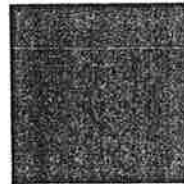


PMS 192 Coated and
Uncoated
CMYK Mix 100M 70Y



PMS 165 Coated and
Uncoated
CMYK Mix 60M 95Y

PMS 108 Coated and
Uncoated
CMYK Mix 5M 95Y



PMS 347 Coated and
Uncoated
CMYK Mix 100C 86Y 3K



PMS 526 Coated and
Uncoated
CMYK Mix 76C 100M 7Y

Basic Identity Elements Typography/Sans Serif

The designated sans serif typeface for the Big Lex identity program is Akkurat. The available weights are Light, Regular and Bold. Akkurat should be used as a primary display face in most communications.

AKKURAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 1234567890

AKKURAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 1234567890

AKKURAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Basic Identity Elements Typography/Serif

The designated Roman typeface for the Big Lex identity program is Hoefler Titling. The available weights are Light Roman, Regular Roman, and Bold Roman. Hoefler Titling should be used as a primary display face in most communications. It should also be used for lengthy text blocks for the sake of readability.

HOEFLER TITLING LIGHT ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890

HOEFLER TITLING REGULAR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890

HOEFLER TITLING BOLD ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

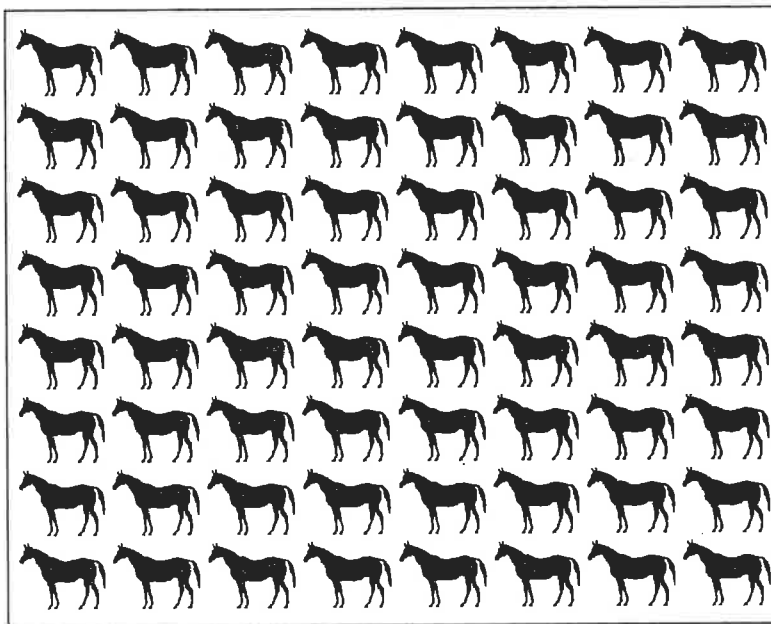
abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

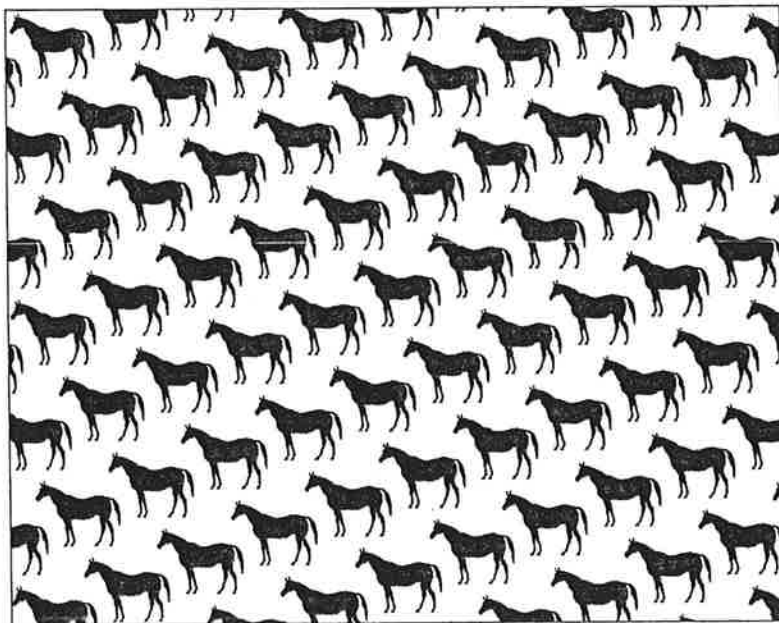
1234567890

Basic Identity Elements Big Lex Patterns

There are two Big Lex patterns available for your use. Please use the patterns exactly as shown below. These patterns are to be used as accents to the Big Lex Icon and Logotypes.



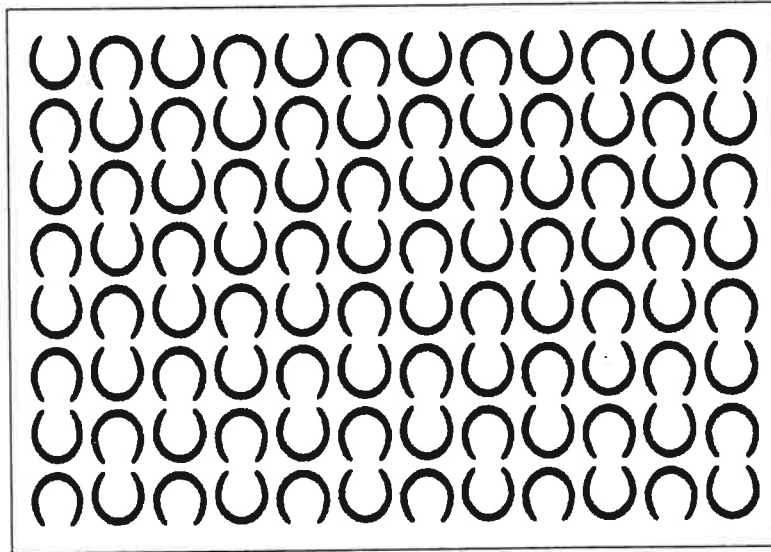
Big Lex pattern—non bleed



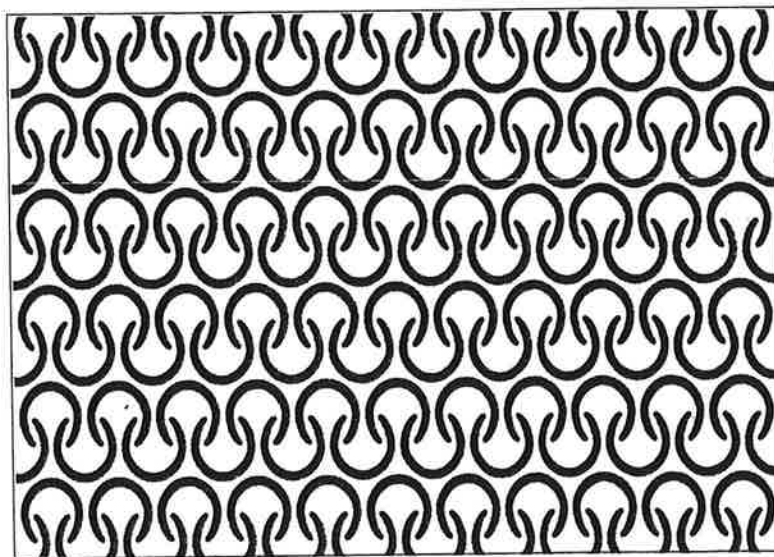
Diagonal Big Lex pattern—bleed

Basic Identity Elements Horseshoe Patterns

There are two horseshoe patterns available for your use. Please use the patterns exactly as shown below. These patterns are to be used as accents to the Big Lex Icon and Logotypes.



Horseshoe pattern—non bleed



Horseshoe pattern—bleed

CHAPTER TWO Applications

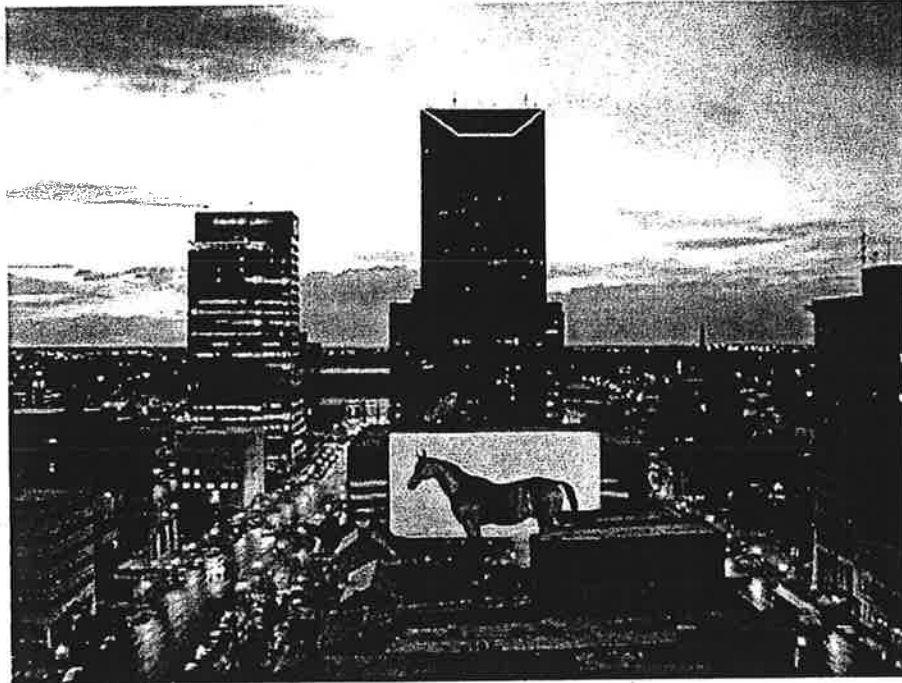
Every application of this identity program has been carefully thought out and designed for a purpose. Every component shown here plays an important role in expressing the Big Lex Identity to the community. It is important to adhere to these basic guidelines to ensure a consistent and professional quality of graphic expression across the board.

Applications shown in this Style Guide include:

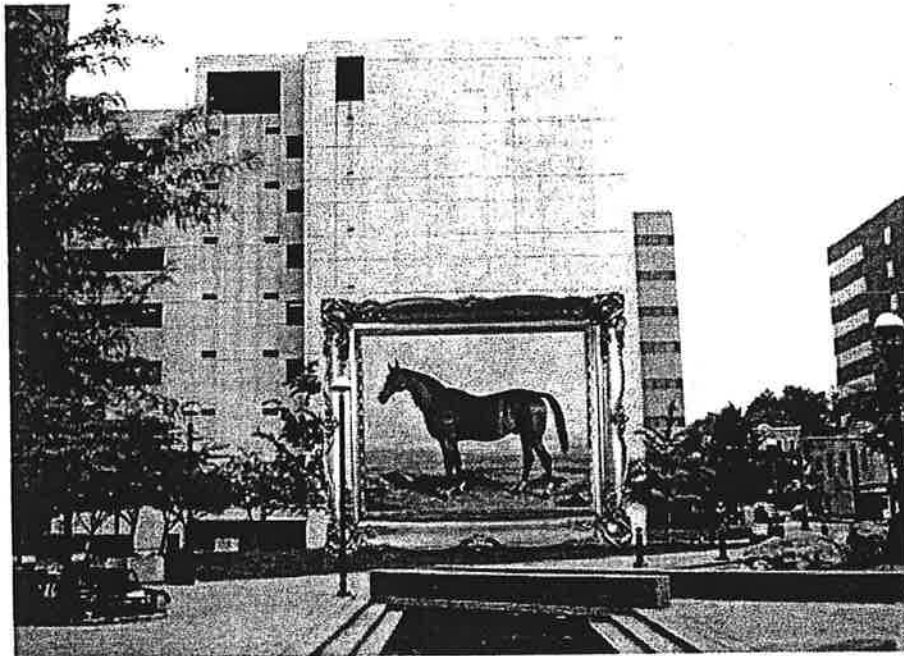
- 22 Big Lex Oil Painting Public Displays
- 23 Big Lex Art Destination
- 24 Outdoor Advertising
- 25 Brochures and Print Collateral
- 26 T-shirts
- 28 Caps
- 30 Gift Store Merchandise
- 31 Wayfinding Signs
- 32 Wayfinding Hoofprint Concept

Applications Big Lex Oil Painting Public Displays

The oil painting will be used downtown and in public areas in eye catching large scale ways in order to raise awareness and generate excitement for the Big Lex identity concept.



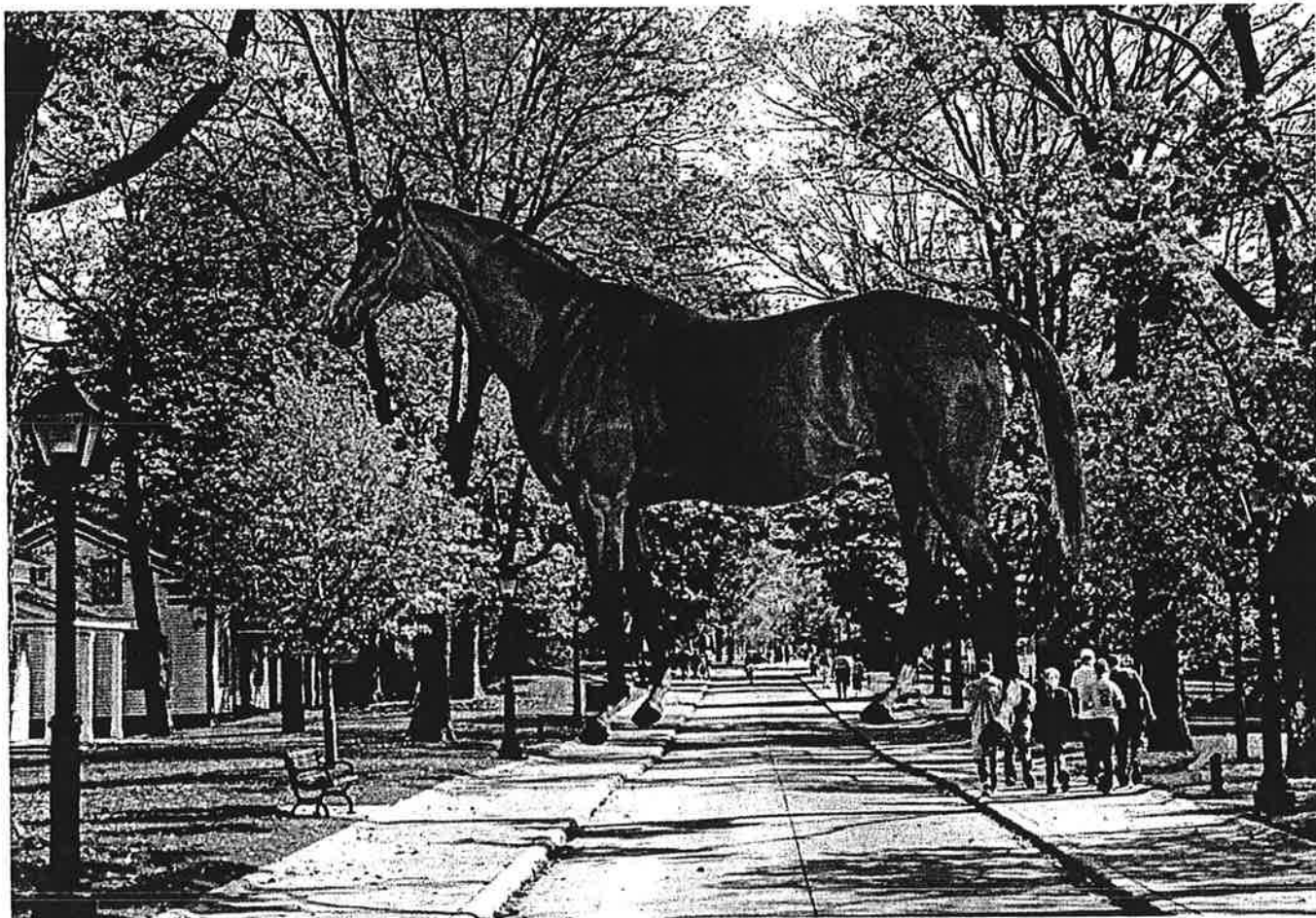
Imagined large scale mural or projection



Imagined large scale three dimensional framed painting

Applications Big Lex Art Destination

A large-scale three dimensional reproduction of the iconic blue horse depicted in the Big Lex oil painting will be unveiled at a central downtown Lexington location prior to the World Equestrian Games. The dramatic sculptural likeness of Big Lex is planned to correspond with, and to be a highlight of, the second installment of the popular Horse Mania fund raising event in 2010. This temporary art destination will become a beacon for visitors and a popular tourist attraction during the World Equestrian Games. An updatable banner based on traditional Thoroughbred horse racing graphics will be draped across the Big Lex sculpture to announce special occasions and upcoming events in Lexington.

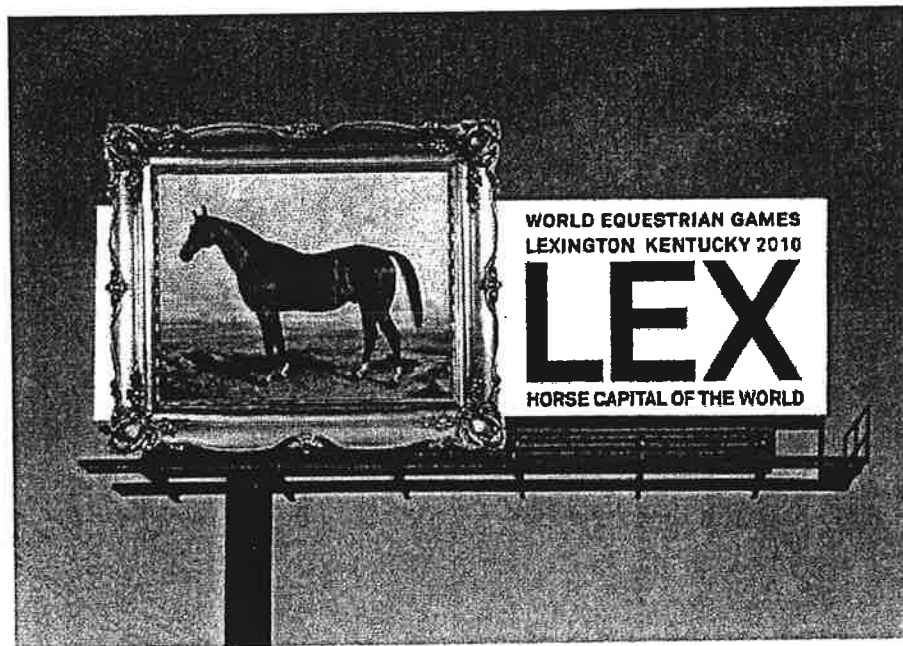


Imagined Big Lex statue



Banner concepts

Applications Outdoor Advertising

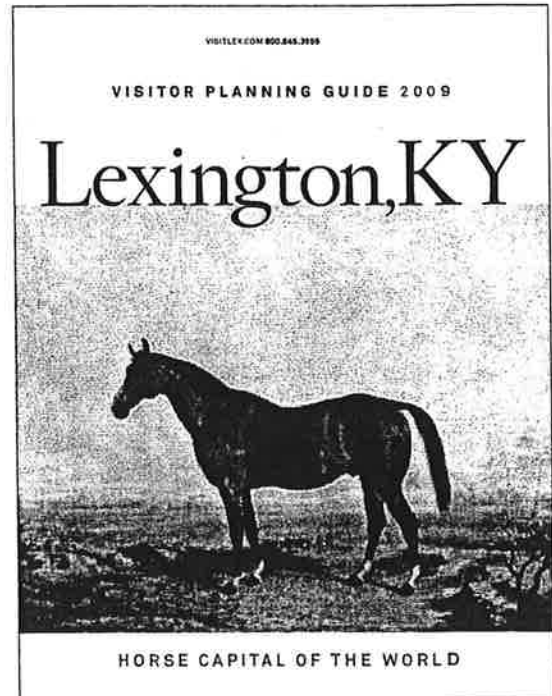
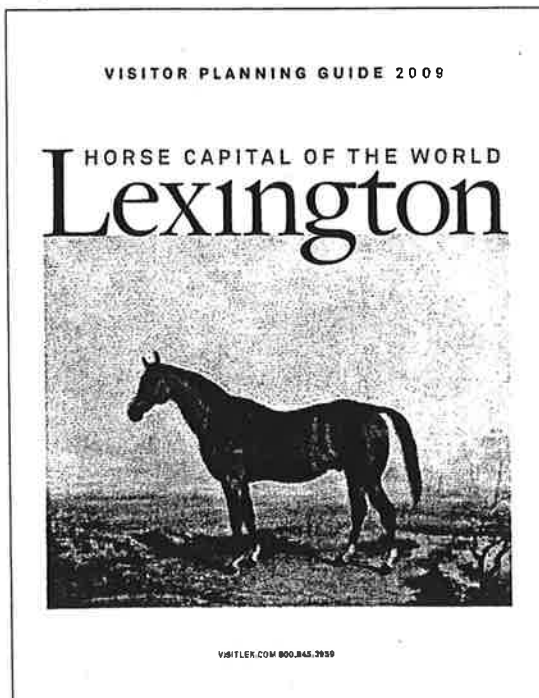
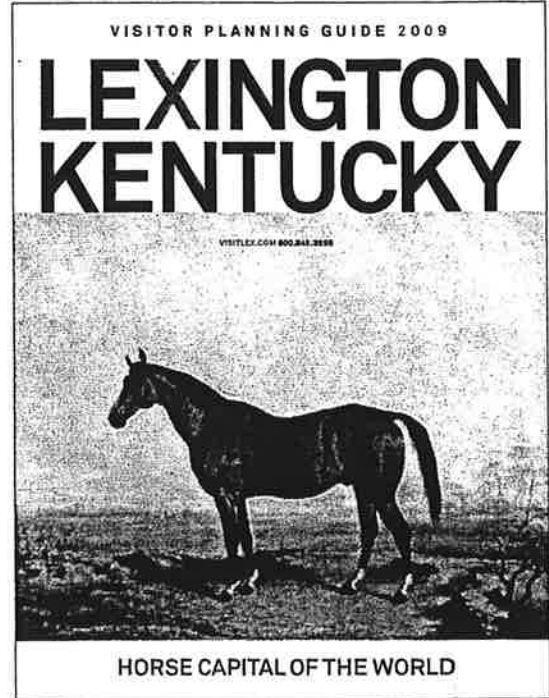
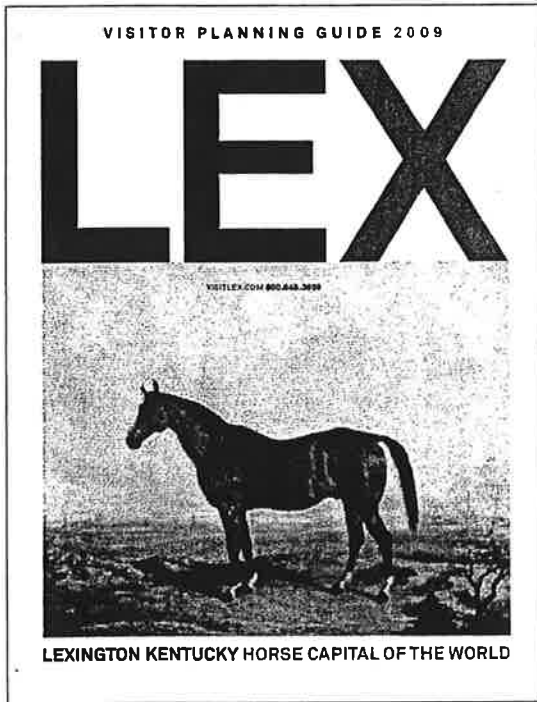


Imagined billboard concept with framed painting



Imagined billboard concept with Big Lex Icon

Applications Brochures and Print Collateral



Applications T-shirts



Big Lex Icon concept



Big Lex painting concept

Applications T-shirts



LEX concept



I "Horse" Lex concept

Applications Cap



Big Lex Icon concept

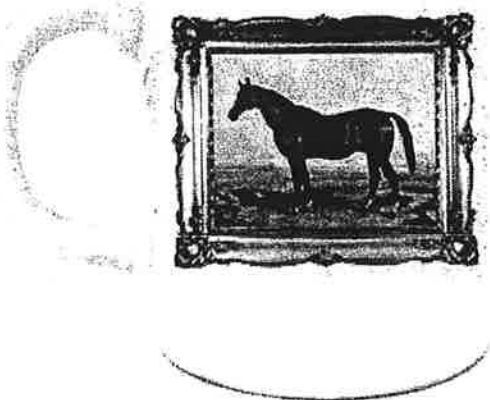
Applications Cap



| "Horse" Lex concept

Applications Gift Store Merchandise

The Big Lex Oil Painting and the Big Lex Icon can coexist.



Souvenir Coffee Cup



Souvenir SIGG bottle

Applications Wayfinding Signs

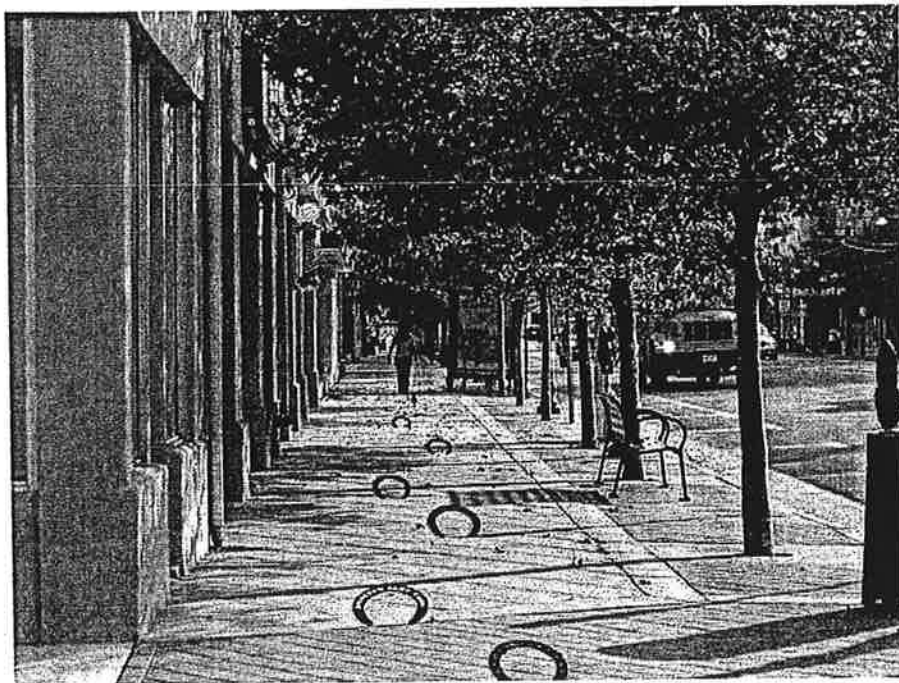


Existing sign formats with oil painting, Big Lex icon and horseshoe icon



New sign format proposals with oil painting, Big Lex icon and horseshoe icon

Applications Wayfinding Hoofprint Concept



CHAPTER THREE Stationery

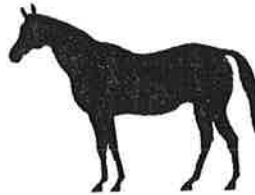
The Big Lex visual identity should be projected not only to visitors and Lexington residents but to the city's business partners, suppliers, and employees. Therefore the graphic elements in the identity system should be carried through into the city's promotional collateral and stationary in a consistent and professional manner.

The stationary applications shown in this style guide include:

- 34 Letterhead
- 35 Letterhead (formatted)
- 36 Business Card/Two Sided
- 37 Folded Business Card/Four Panels
- 38 #10 Envelope

Stationery Letterhead

The typical letterhead layout is shown here at 75% of the actual size. This basic typographic configuration and Big Lex logo placement should not be altered.



Lexington Convention and Visitors Bureau

301 East Vine Street Lexington, KY 40507 Phone 859.233.1221 Fax 859.254.4555 800.848.1224 www.visitlex.com

Stationery Folded Business Card/Four Panels



Front

Score and Fold here

Lexington is in the center of the Bluegrass Region of Kentucky. It is the home of legendary horses and world famous bourbons. Our limestone-infused water and soils that feed the grass are what have been identified as growing strong horses unlike anywhere else in the world. Those same waters produce the best bourbons in the world, too. In the early spring there is a hint of blue in the grass, which is why early settlers dubbed the region, the Bluegrass. Legend has it that one horse has grazed these pastures for more than 100 years. The steed turned blue because he found the main fountain of these limestone rich waters and has eaten nothing but nourishing bluegrass his entire life. Although no one has real evidence that an actual blue horse exists, many tales of sightings exist across the region with legions of true believers. In all candor, some of the sightings have been reported after a generous sampling of several local bourbons. In any event, be on the lookout as you drive around the more than 450 horse farms in the area—you might just see the legendary blue horse yourself.

Interior with Legend of the Blue Horse

Mary Quinn Ramer
Vice President of Tourism Marketing



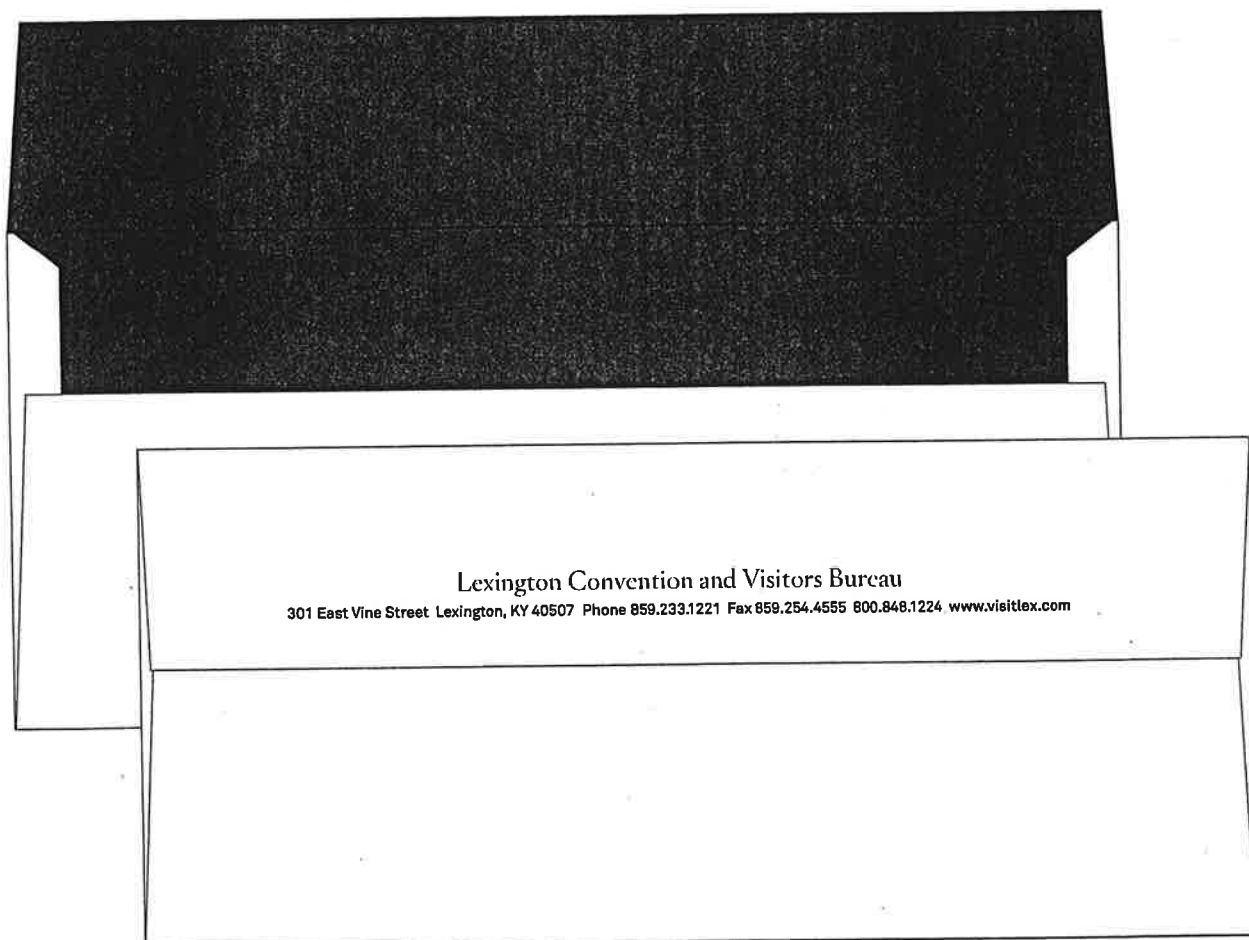
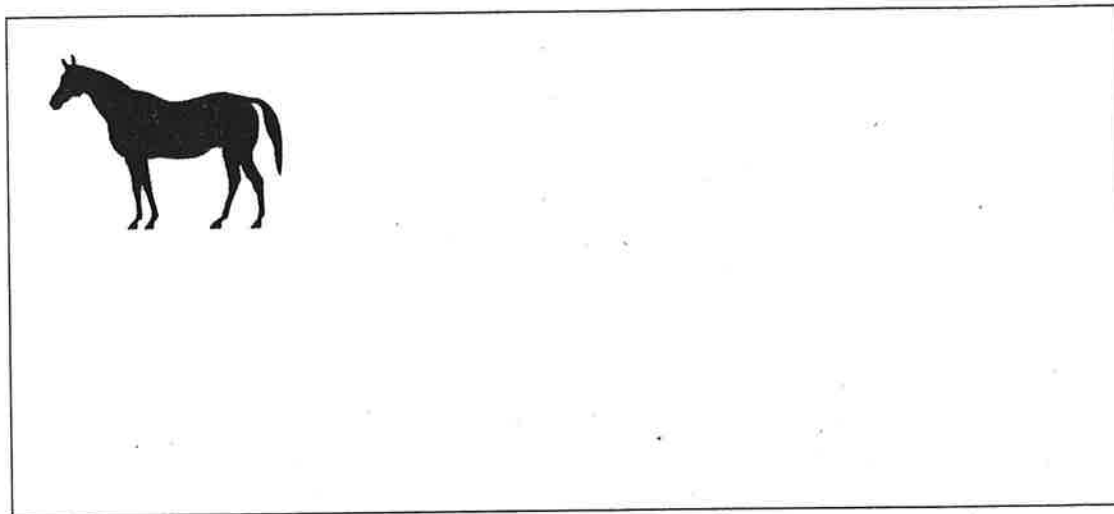
Lexington Convention and Visitors Bureau

301 East Vine Street Lexington, KY 40507
859.233.1221 Fax 859.254.4555 800.848.1224 Direct 859.244.7704
mramer@visitlex.com www.visitlex.com

Back

Stationery #10 Envelope

The typical layout for a #10 letter envelope is shown here at 65% of the actual size. The basic typographic configuration and Big Lex logo placement should not be altered.



New at Pentagram

Search

Quick Links

Diller Scofidio +
Renfro Website Is
Communication Arts
Webpick of the Day

Library Initiative on
Unbeige

Strathmore
Watermark on Felt &
Wire

Twice Exhibition on CR
Blog

Akiko Busch on the
Pentagram Papers in
Fine Books Magazine

Offices

Austin

Berlin

London

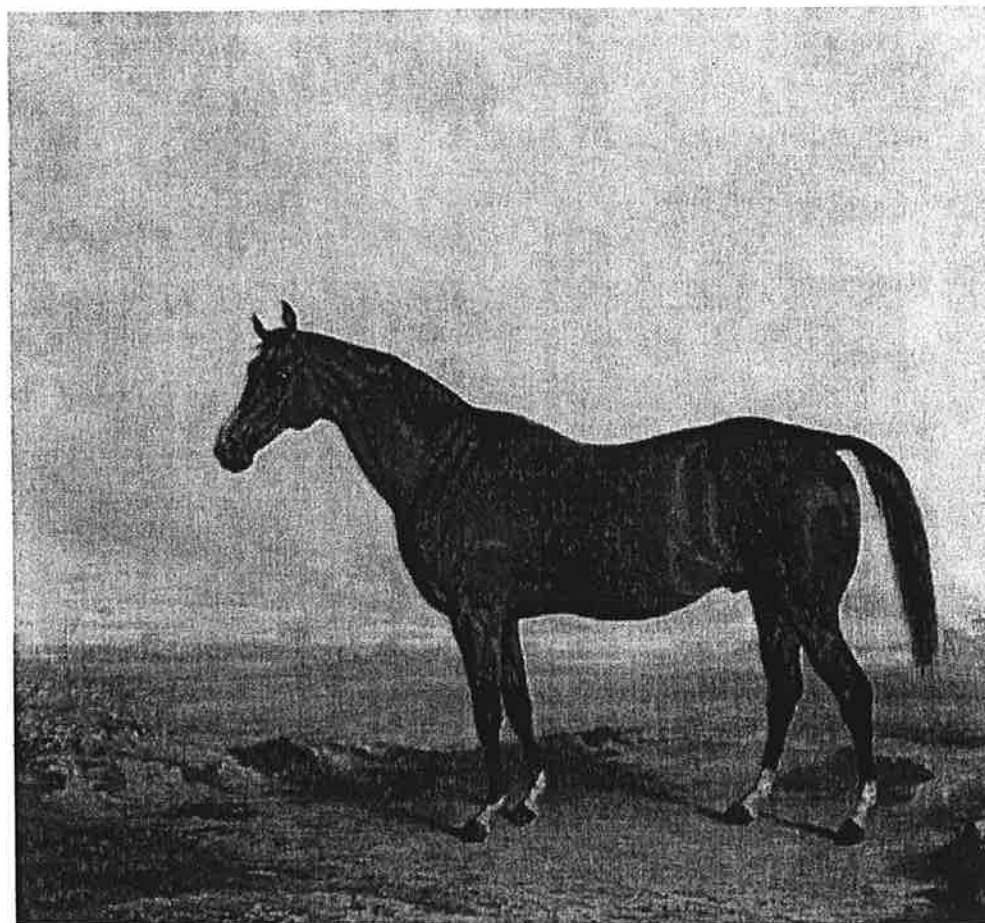
New York

San Francisco

Media

Architecture

A Horse of a Different Color



Lexington's new mascot Big Lex, adapted from Edward Troye's 1868 portrait of the great racehorse Secretariat.

The city of Lexington in the center of the Bluegrass Region of Kentucky is the self Capital of the World. So it is only natural that in 2010 Lexington will become the host the World Equestrian Games. Thousands of new visitors will be coming to Lexington for the games and the city is taking this opportunity to put its best hoof forward. As the Lexington Convention and Visitors Bureau asked Pentagram to develop a visual identity that reflects Lexington's one-of-a-kind personality.

DJ Stout, working with Michael Bierut, created an original and multi-faceted identity that goes beyond the forgettable standard-issue logos adopted by many cities in the U.S.

"There really aren't that many identities for cities in the U.S. that you actually remember," says Stout. "What you are more likely to remember about a place are its distinctive buildings, statues, and landmarks like the Statue of Liberty or the Seattle Space Needle. The

Book Design

memorable icon we wanted to create for Lexington."

Editorial Design

Exhibitions

Identities

Interactive

Interiors

Packaging

Posters

Print

Products

Publications

Signage

Websites

Misc

Awards

Events

Press

Recent Work

 Syndication feed

English

Español

Deutsch

Stout and Bierut conjured up a mythical character based on a portrait of the famous Lexington painted by the renowned Kentucky artist Edward Troye in 1868. The design image of the Thoroughbred with the region's native bluegrass to create a blue horse. This eye-catching twist on a traditional equine oil painting is a metaphor for the city and the surrounding community. The designers even developed a backstory for the mythical horse: "Big Lex" turned his distinctive shade after eating bluegrass for his entire life. (Visitors are encouraged to report Big Lex sightings on the visitors bureau's website.)

This contemporary interpretation of a classic art genre is the primary component of the project. It gives the city an unforgettable signature that draws attention to a legendary horse and place that shares his name. The Big Lex oil painting will be used in public areas in a variety of scale ways in order to draw Equestrian Games visitors downtown.



Rendering of the big Big Lex oil painting installed in downtown Lexington.

A large-scale three dimensional reproduction of the iconic blue horse depicted in the original painting is planned to be unveiled at a central downtown Lexington location prior to the World Equestrian Games. The dramatic sculptural likeness of "Big Lex" will become a beacon for visitors and a tourist attraction during the World Equestrian Games. A banner based on traditional Kentucky graphics can be draped across the Big Lex sculpture to announce special occasions and upcoming events.



The proposed large-scale sculpture of Big Lex will become a tourist attraction for the community.

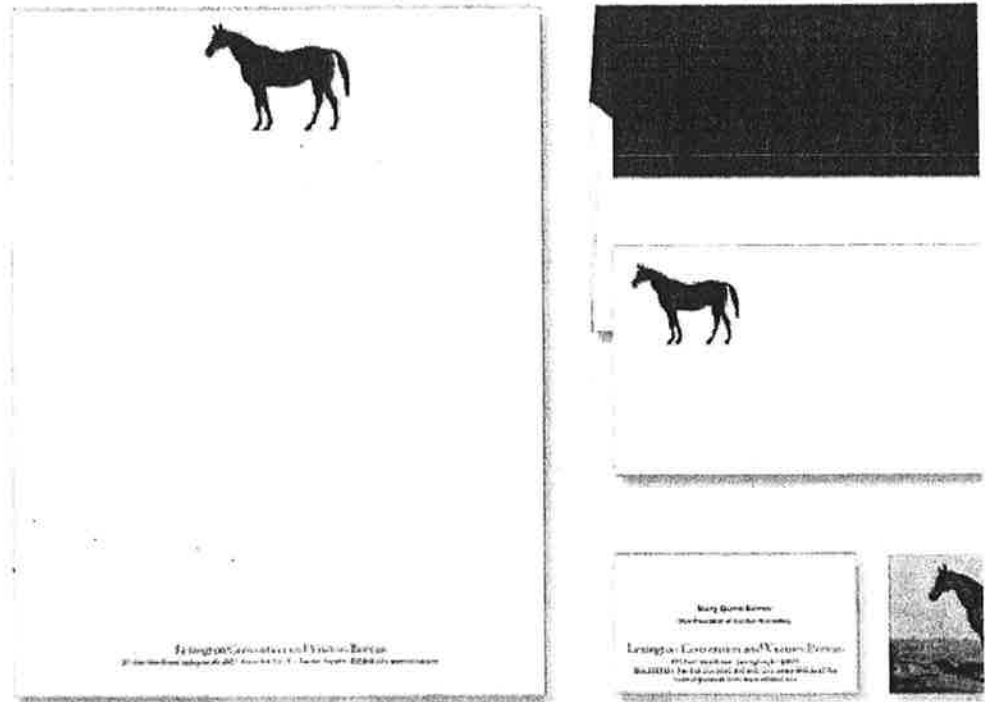


A banner draped across the sculpture can be used to announce events.

A simple icon derived from the silhouette of Big Lex is used in oversized dimension identity program. "LEX" is an abbreviation of the name Lexington and the official city. The three-letter wordmark is a short and graphic way to say Lexington, and sans-serif typography, set in Akkurat, acts as a counterweight to the 19th-century "X" in the logotype makes it distinctive and references the 2010 World Equestrian highlighting the Roman numeral ten in blue.



The Big Lex icon is paired with a contemporary logotype.



Letterhead for the Convention and Visitors Bureau using the Big Lex Identity.



The new identity will be applied to merchandising for the city.

Identities, Recent Work, Austin, Michael Bierut, DJ Stout

Planning Committee- Issues Outstanding

04/16/09

Issue	Member Referred	Date Referred	Status
• Liberty Road Project Status	Stinnett	Jan 06	Bi Monthly Written Report
• Newtown Pike Status	Blues	Feb 06	Bi Monthly Report
• Loudon Avenue Phase 1 Status	James	Oct 06	Bi Monthly Written Report
• Buffering ED Zone	Gorton	Jan 07	Fayette Alliance Reviewing
• Development Plan Adherence	Myers	Jan 07	Winter-Spring 09
• Land Bank	James	June 07	Jan 09
• Student Housing Issues	Lawless	Sept 07	Winter-Spring 09
• Fence Regulations	Blues	Dec 07	Unknown
• Mobile Home Trailer Park Quality of Life	James	Dec 07	On Hold
• Infill Redevelopment Committee Recommendations	Gray	Feb 08	Unknown
• Tree Protection Ordinance	James	Mar 08	Unknown
• Streetscape Plan	Gorton	Mar 08	Task Force to be Formed
• Downtown Master Plan	Lawless	Apr 08	Committee Work Complete?
• Electrical Inspector's Fee Schedule	McChord	May 08	Feb 09
• Management Audit Recommendations	Crosbie	May 08	Subcommittee Formed
• Family Care Center Audit	??Stevens	May 08	Final Audit Delivered Mid March
• Review Civil Penalties/Impose Fines on Property Owners Who Operate a Home Office/Occupation in Violation of the Zoning Ordinance	Henson	July 08	Seeking Legal Opinion
• Impose Restrictions on Issuing Permits to Individuals/Property Owners When There are Pending Written Complaints Regarding Violations of Zoning Ordinances	Henson	July 08	Seeking Legal Opinion
• Place Reasonable Time Limits for Completion of construction projects approved for existing 1/2 Family Residential Building Permits and Fence/Retaining Wall Permits	Henson	July 08	Seeking Legal Opinion
• Special Districts	Myers	Sept 08	Seeking Legal Opinion
• Zoning Violation Fines	Myers	Sept 08	General Assembly Action Required
• Newtown Pike Design Ordinance	Gorton	Oct 08	Spring 09
• Destination 2040 Recommendations	Ellinger	Jan 09	Spring 09

Planning Committee- Issues Outstanding (continued)

• Parks Master Plan	Stinnett	Feb 09
• Hisle Property Master Plan	Stinnett	Feb 09
• Big Blue Horse Branding Issue	Lawless	Feb 09
• Extended Stay Zoning Ordinance Text Amendment	Lane	Mar 09